

100 Fig. 1

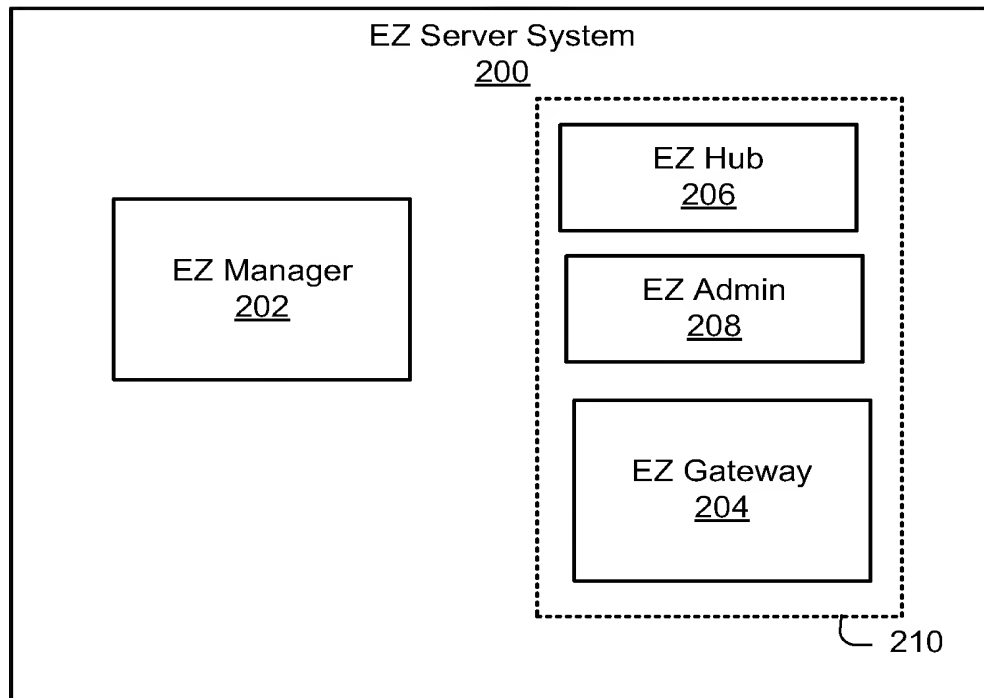


Fig. 2

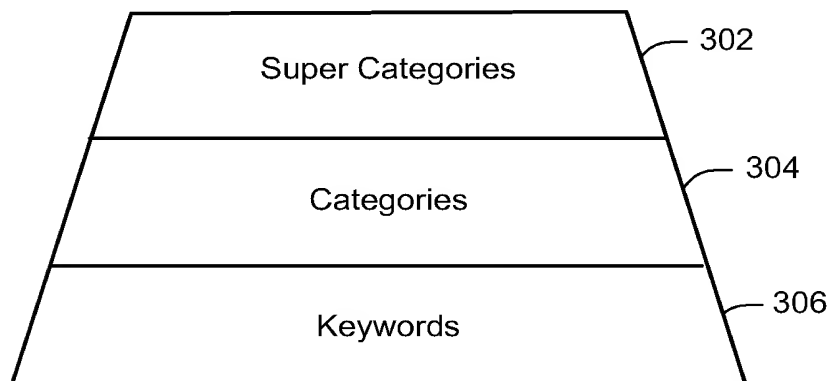


Fig. 3

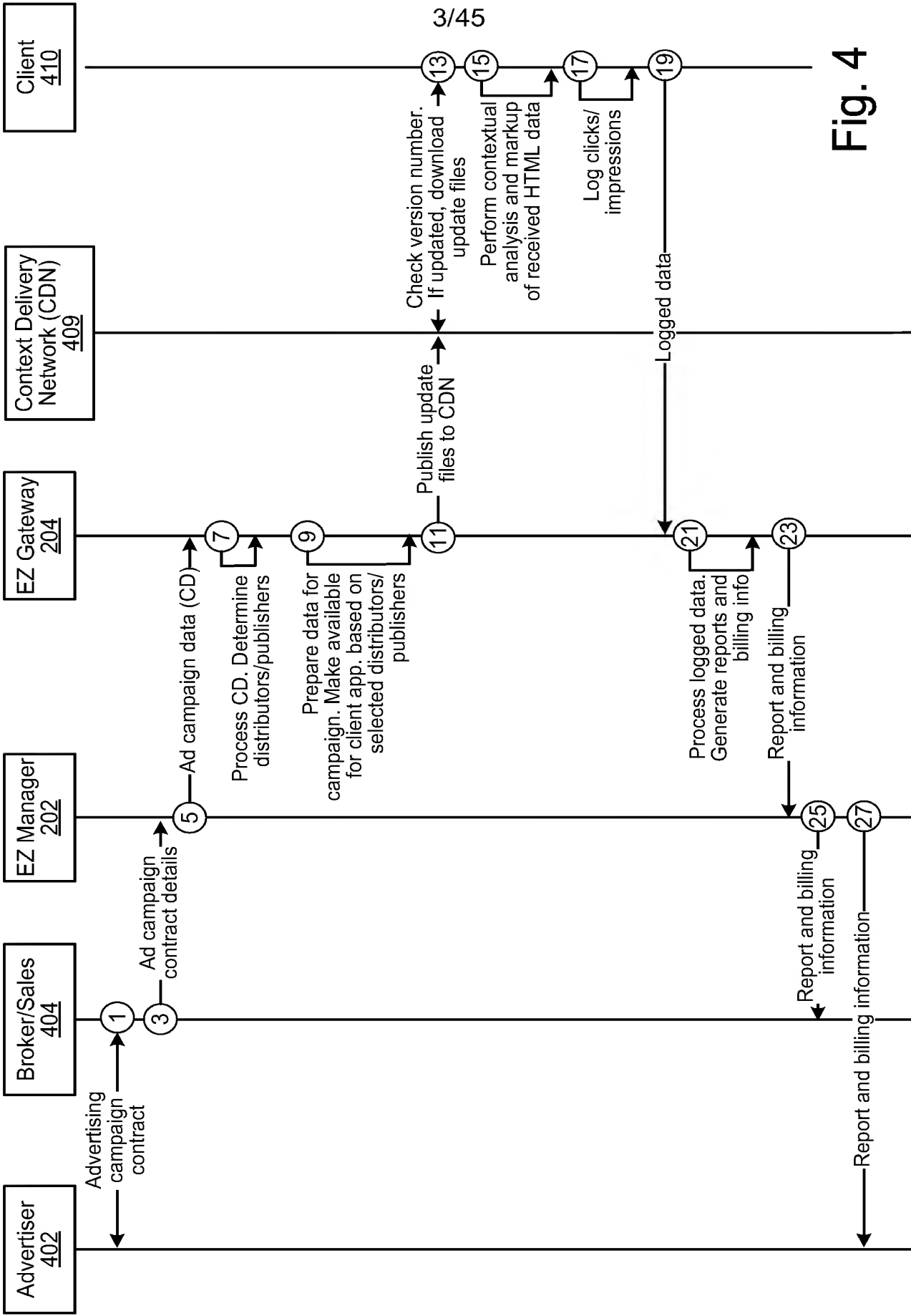


Fig. 4

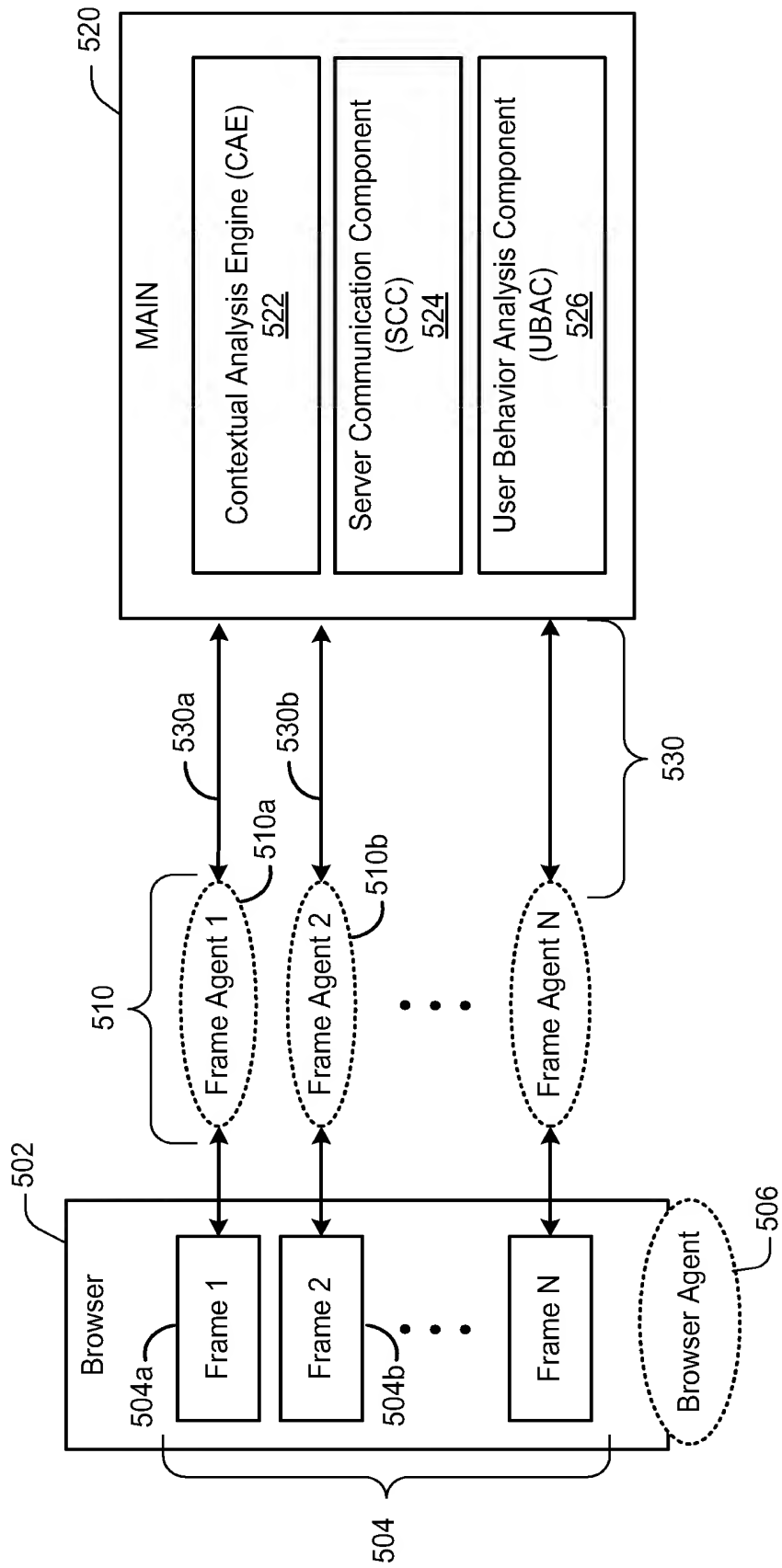


Fig. 5A

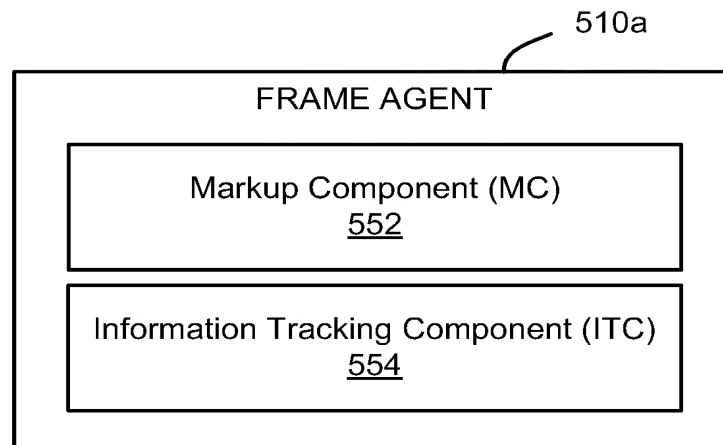
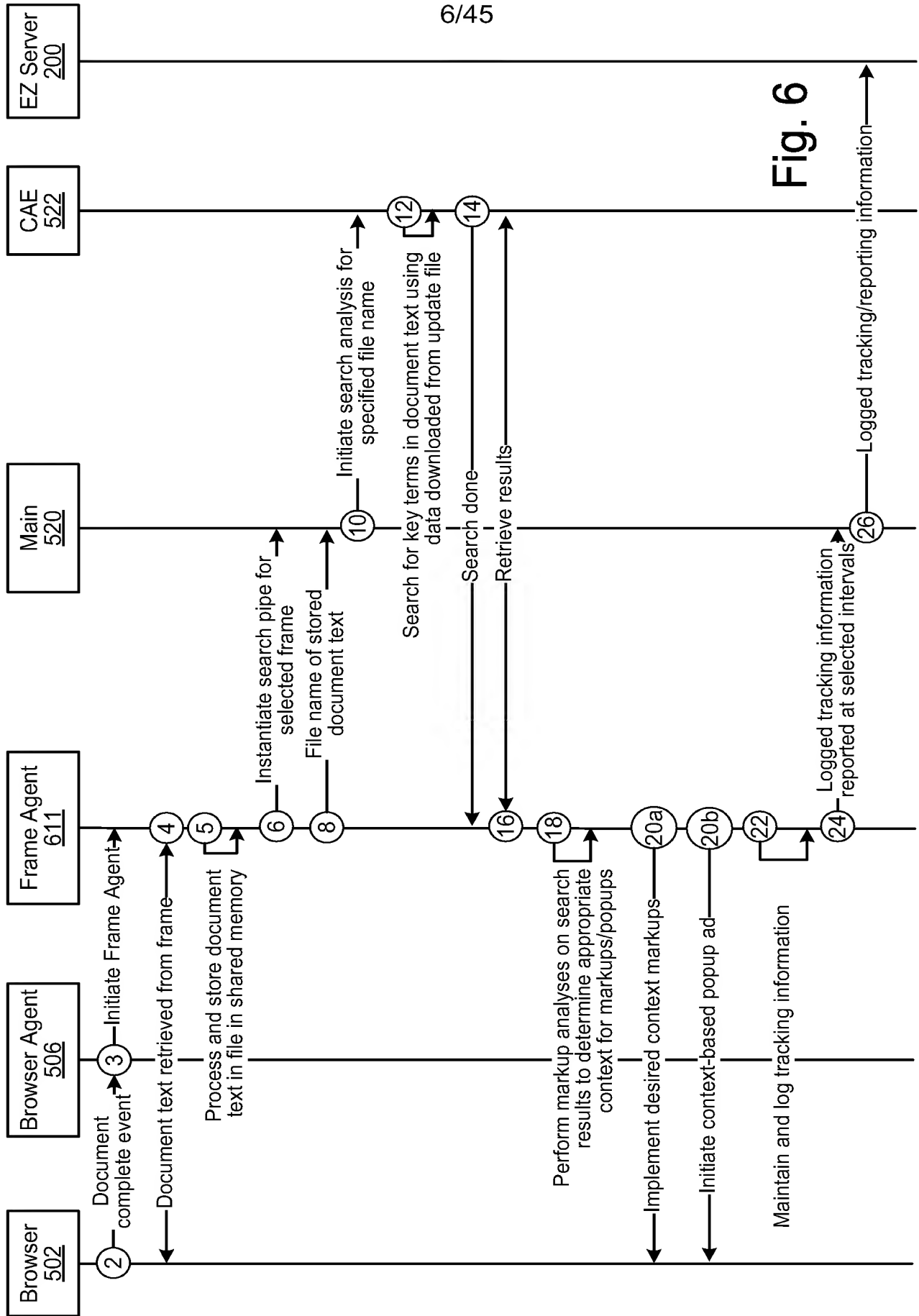


Fig. 5B



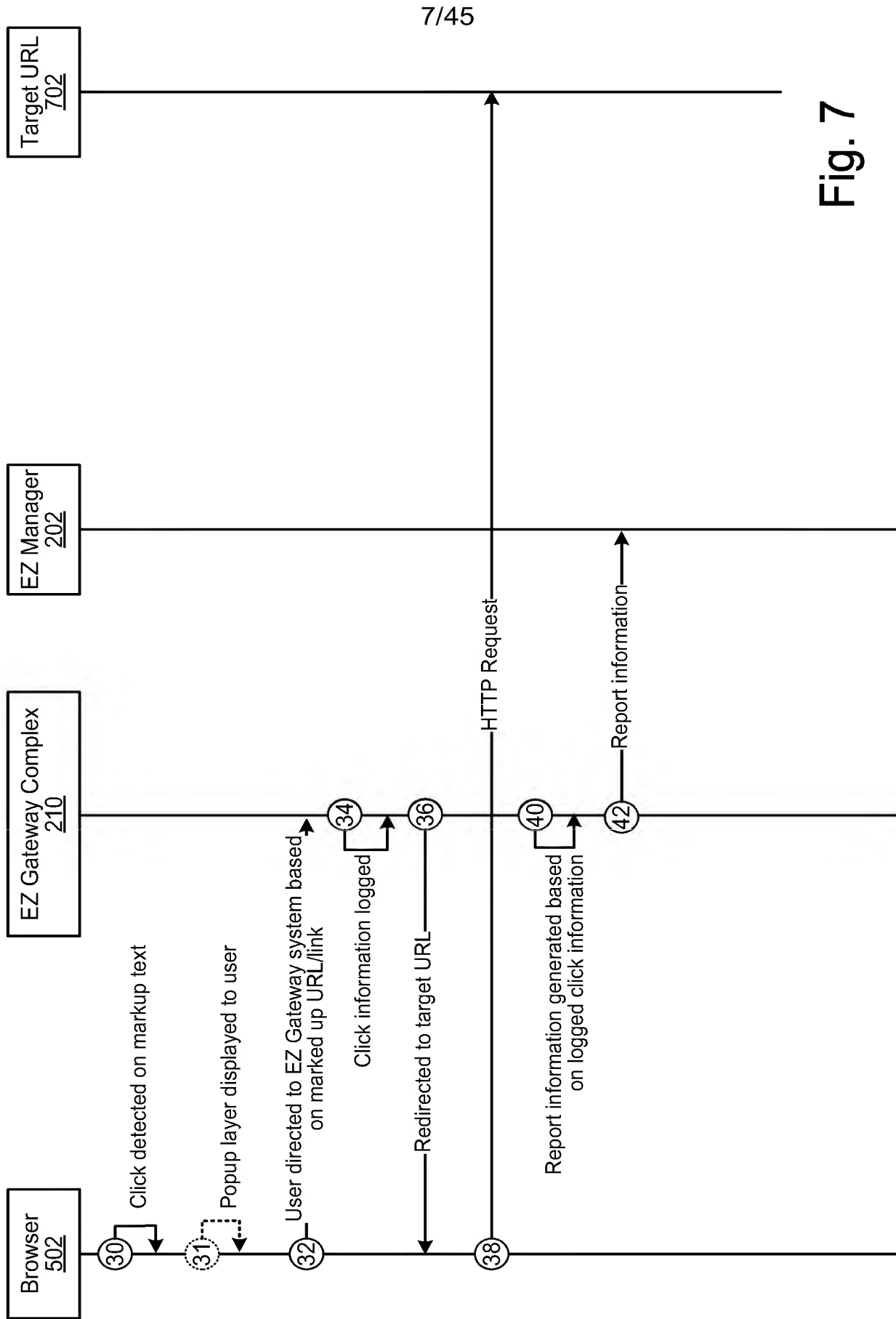


Fig. 7

802	804	806	808	812	814	816
Category ID	Category Type	Max number of underlines	Category Priority	Category Name	Restricted Site IDs	Restriction Indicator

Fig. 8

800

902	904	906	908	912	914	916	918
Key Phrase or Title ID	Display String Type	Threshold Value	Match/Display Properties	Display String Text	Alternate Display Strings	Negative Words	Parent Category ID

Fig. 9A

900

1002	1004	1006
Site ID	Site Name	Group ID

Fig. 10

1000

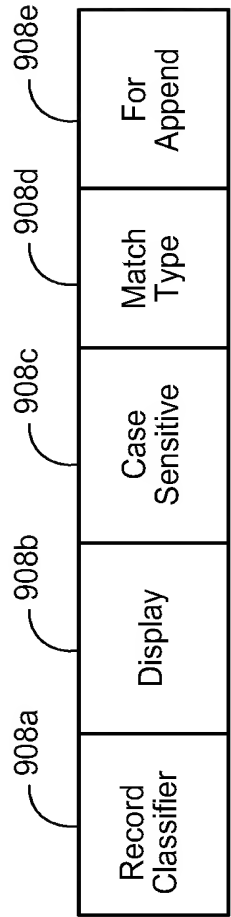


Fig. 9B

908

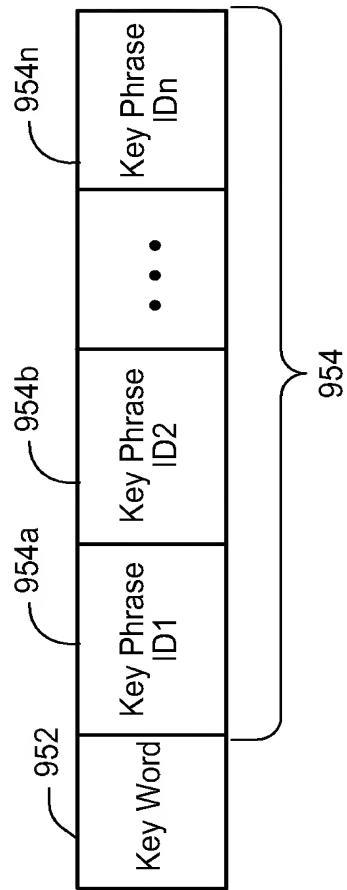


Fig. 9C

950

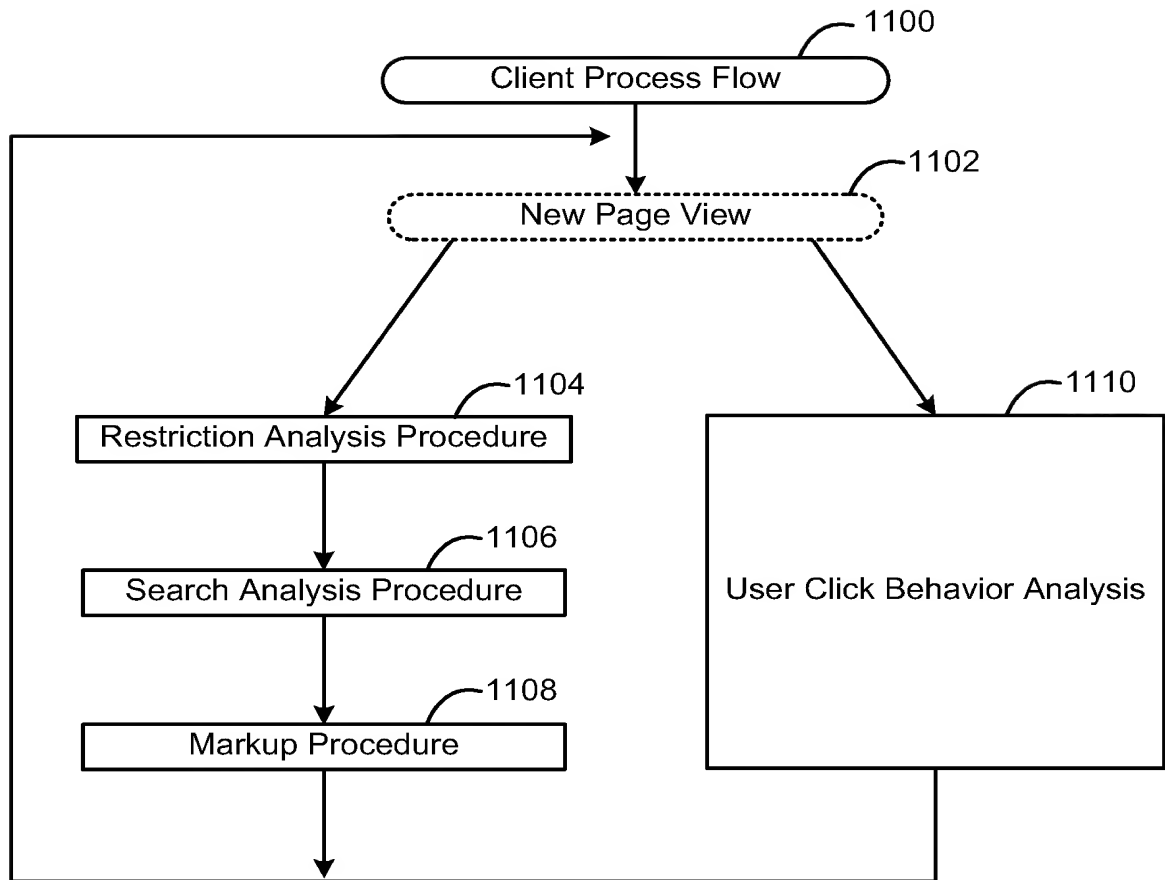


Fig. 11

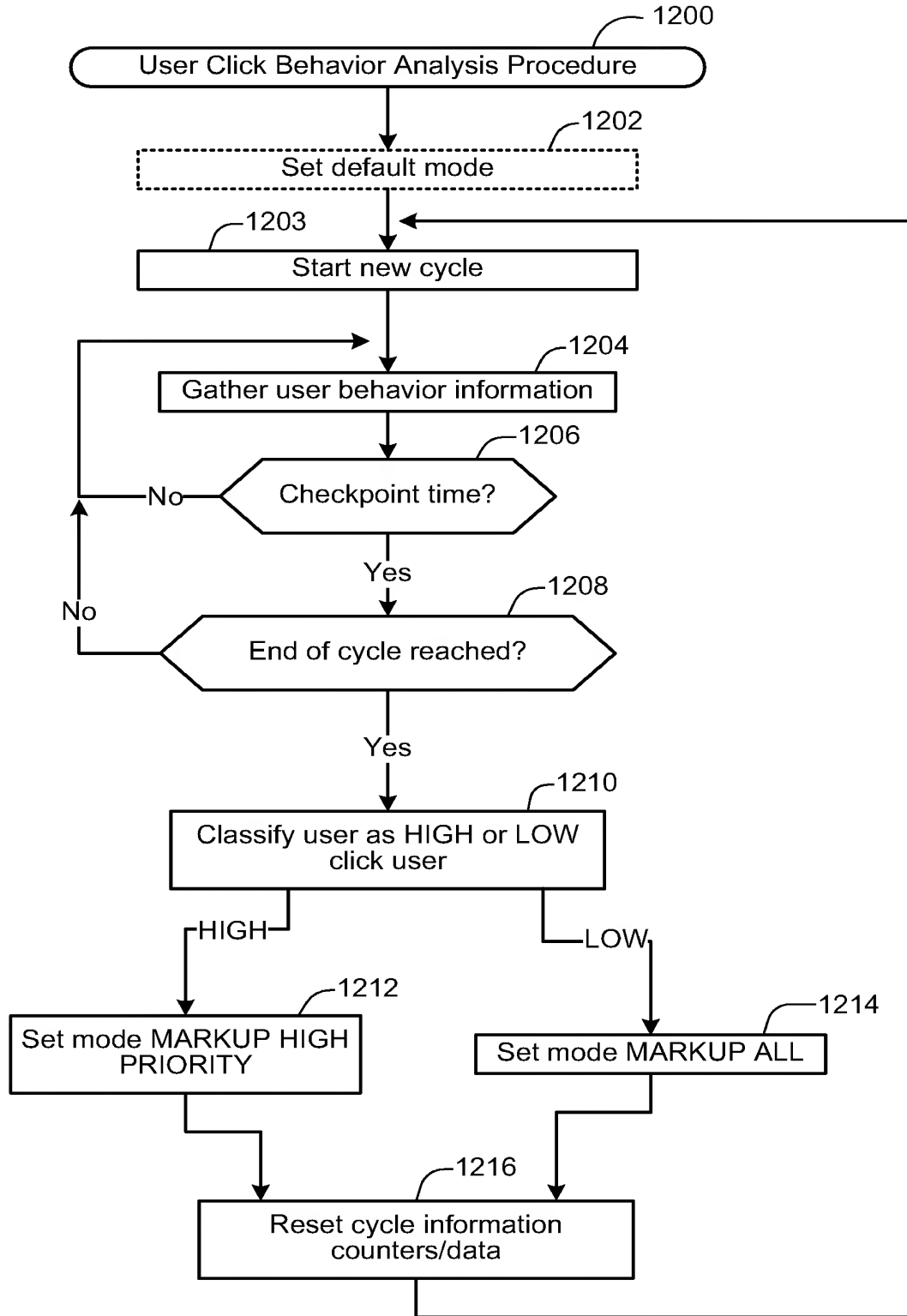


Fig. 12

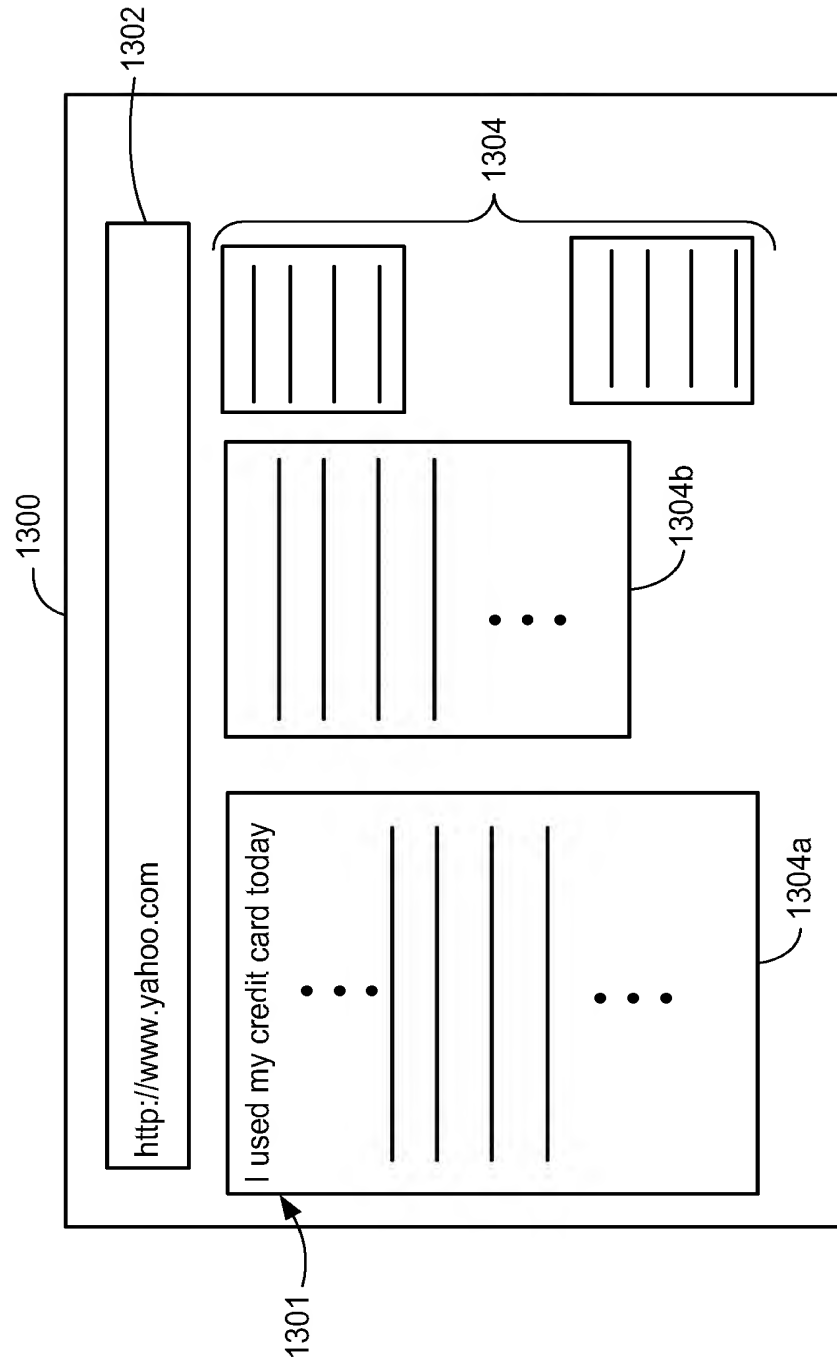


Fig. 13

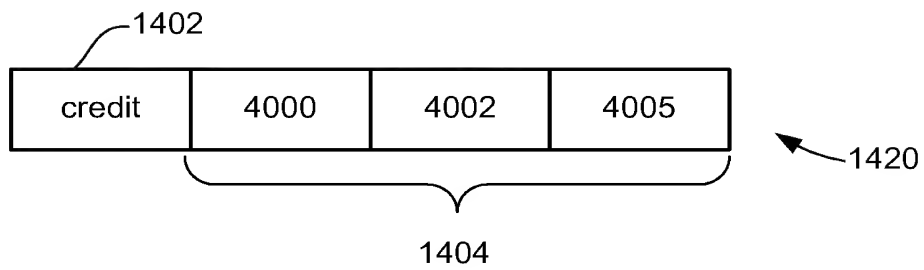


Fig. 14A

4000	Exact	"credit card"	100	"check"	9000	1442
4002	Exact	"credit check"	100		9000	1444
4005	Fuzzy	"credit card APR"	60	"used"	9000	1446

1440

Fig. 14B

5001	www.yahoo.com	2	1462
5002	www.cnn.com	0	1464

Fig. 14C

9000	5002	-	1480
------	------	---	------

Fig. 14D

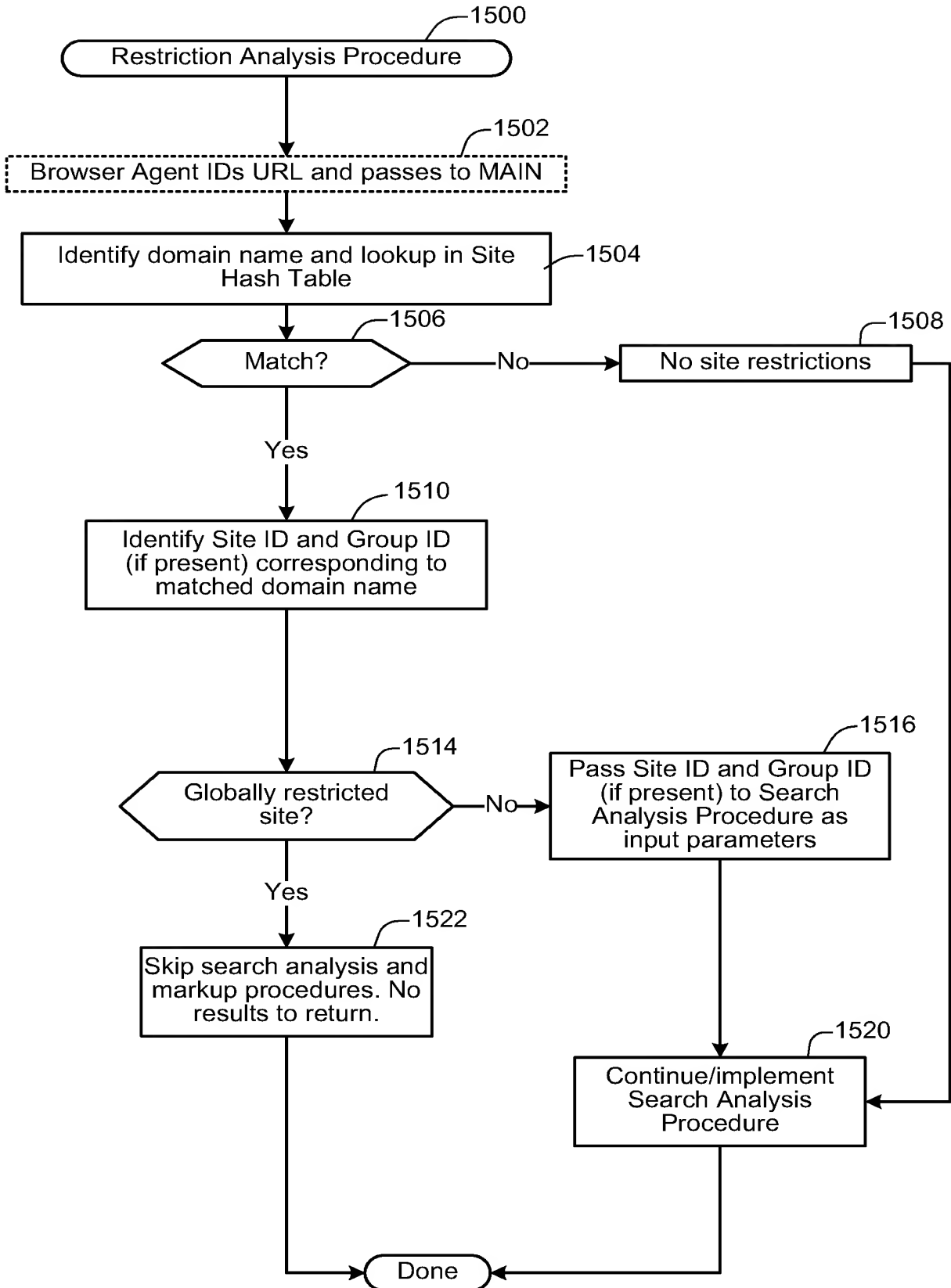


Fig. 15

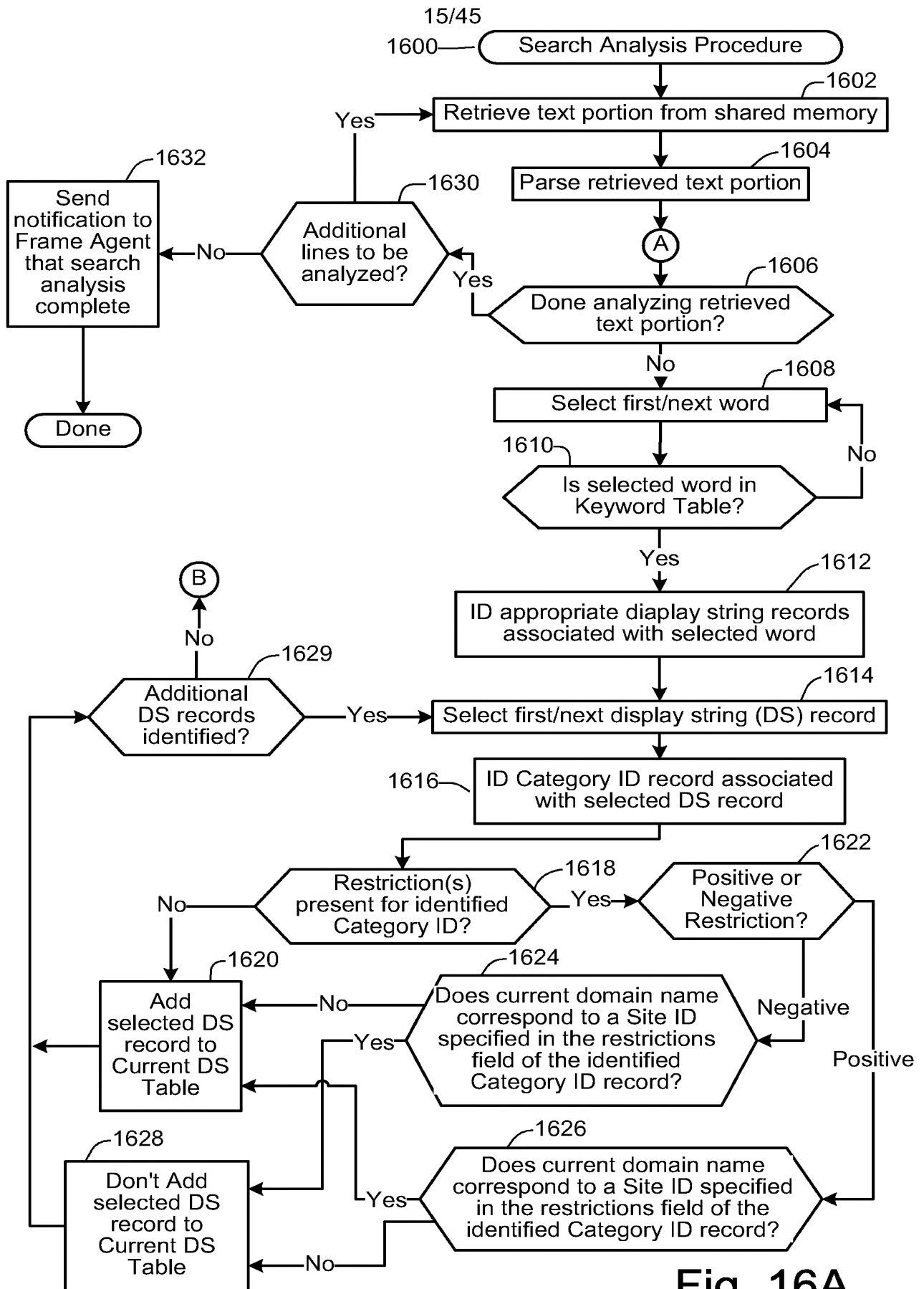


Fig. 16A

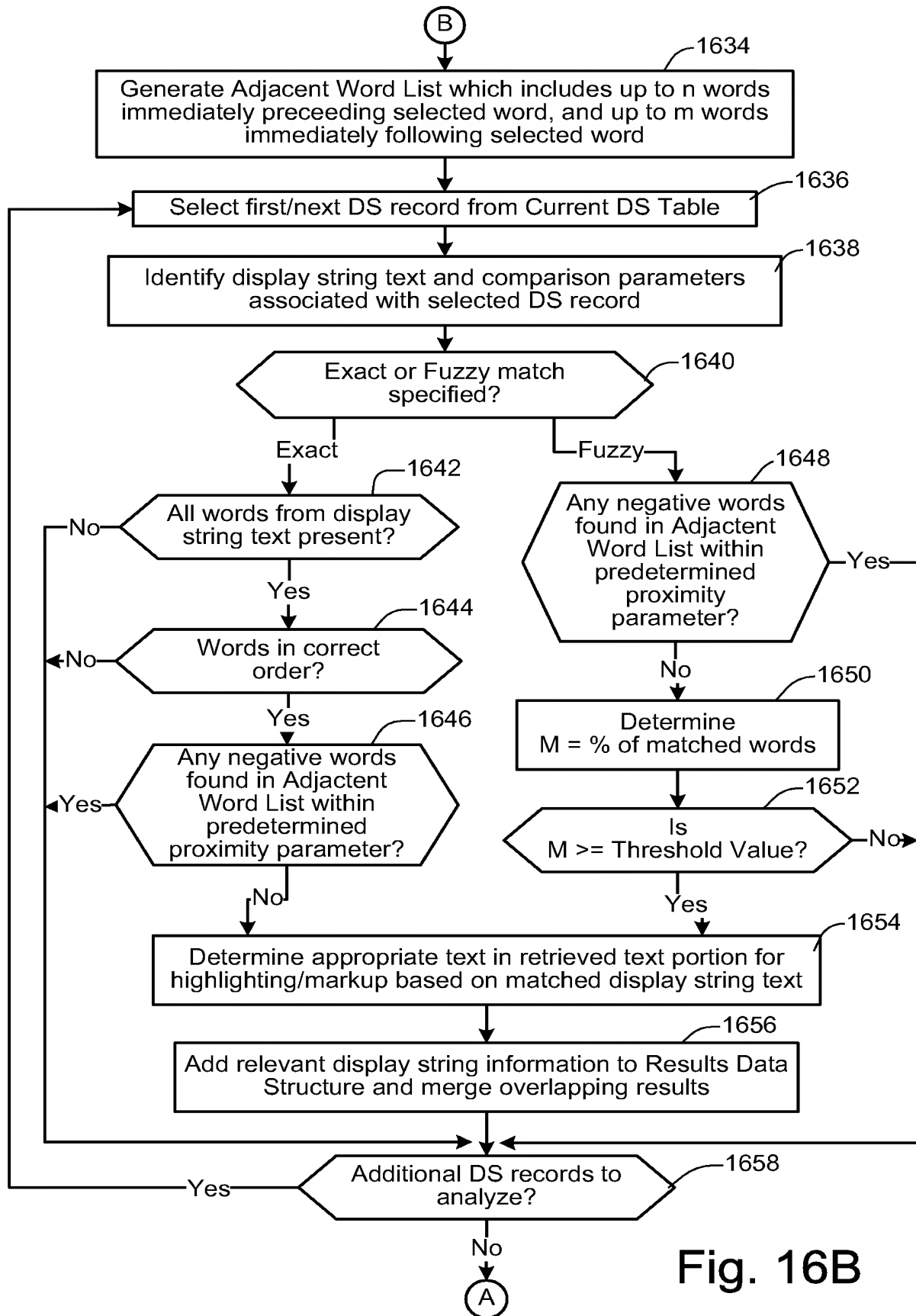
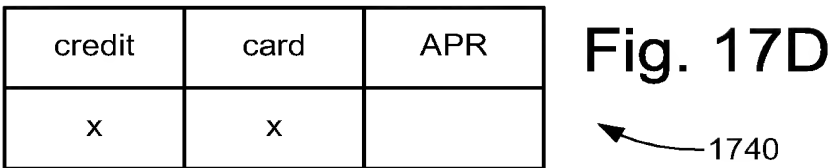
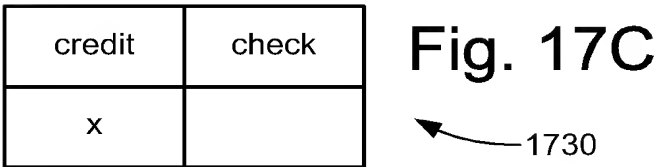
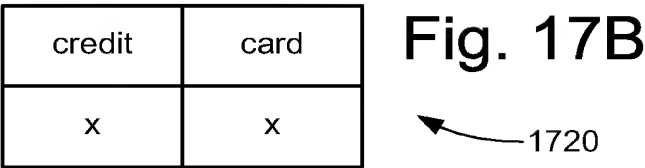
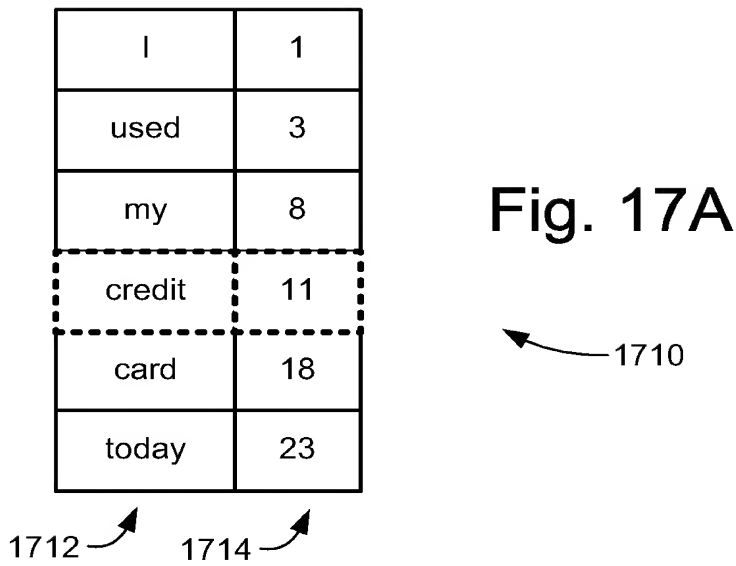


Fig. 16B



4000	Exact	"credit card"	100	"check"	9000	1772
4002	Exact	"credit check"	100		9000	1774
4005	Fuzzy	"credit card APR"	60	"used"	9000	1776

1770

Fig. 17E

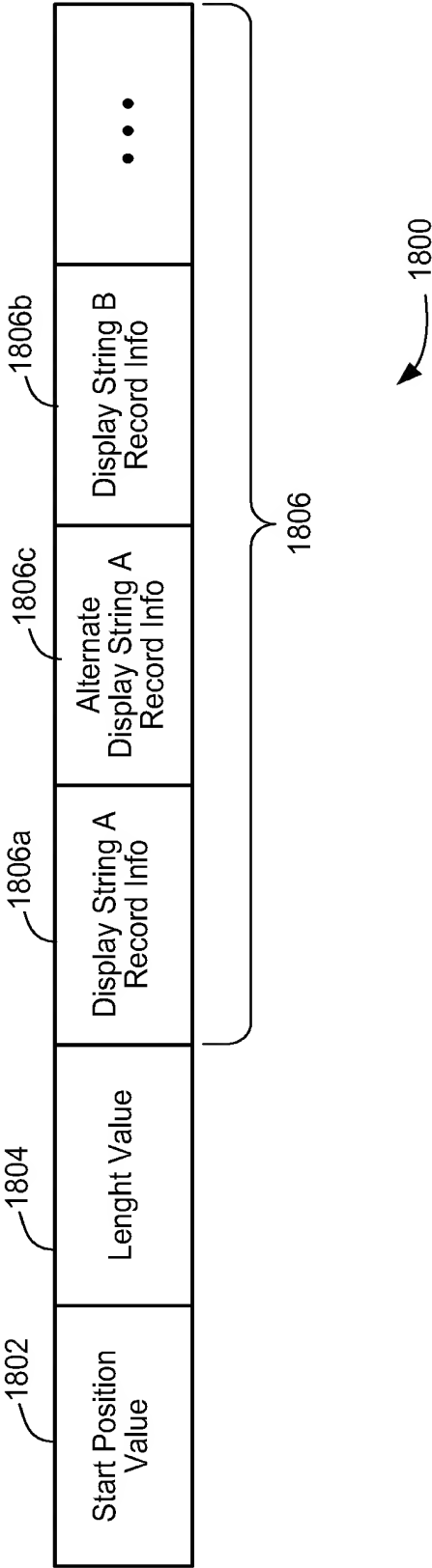
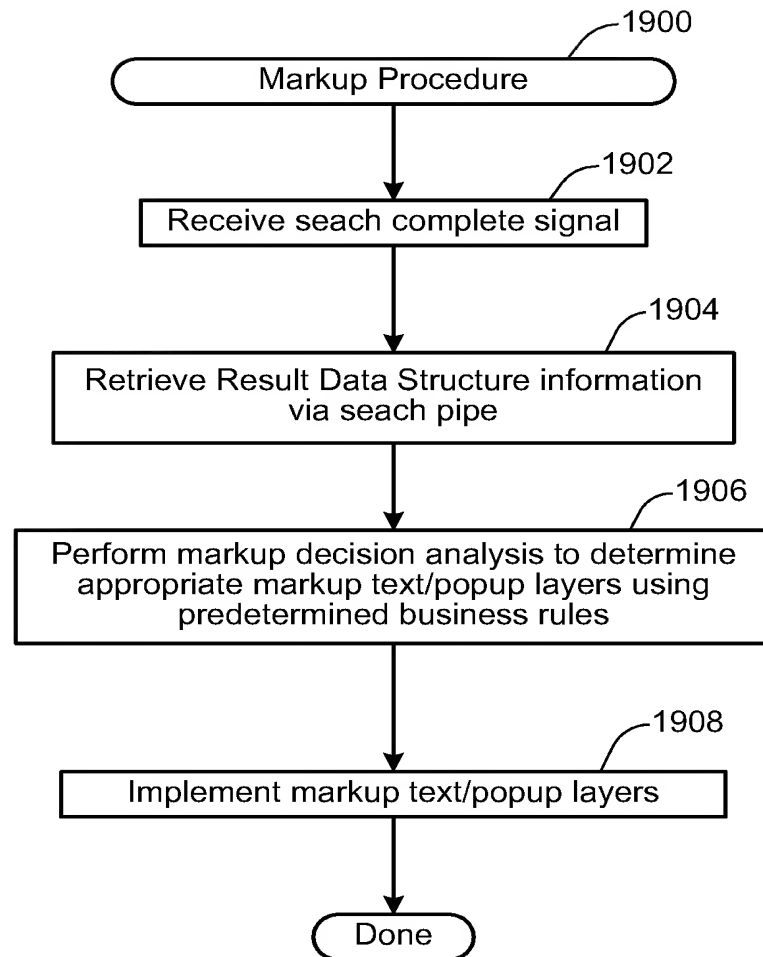


Fig. 18

**Fig. 19**

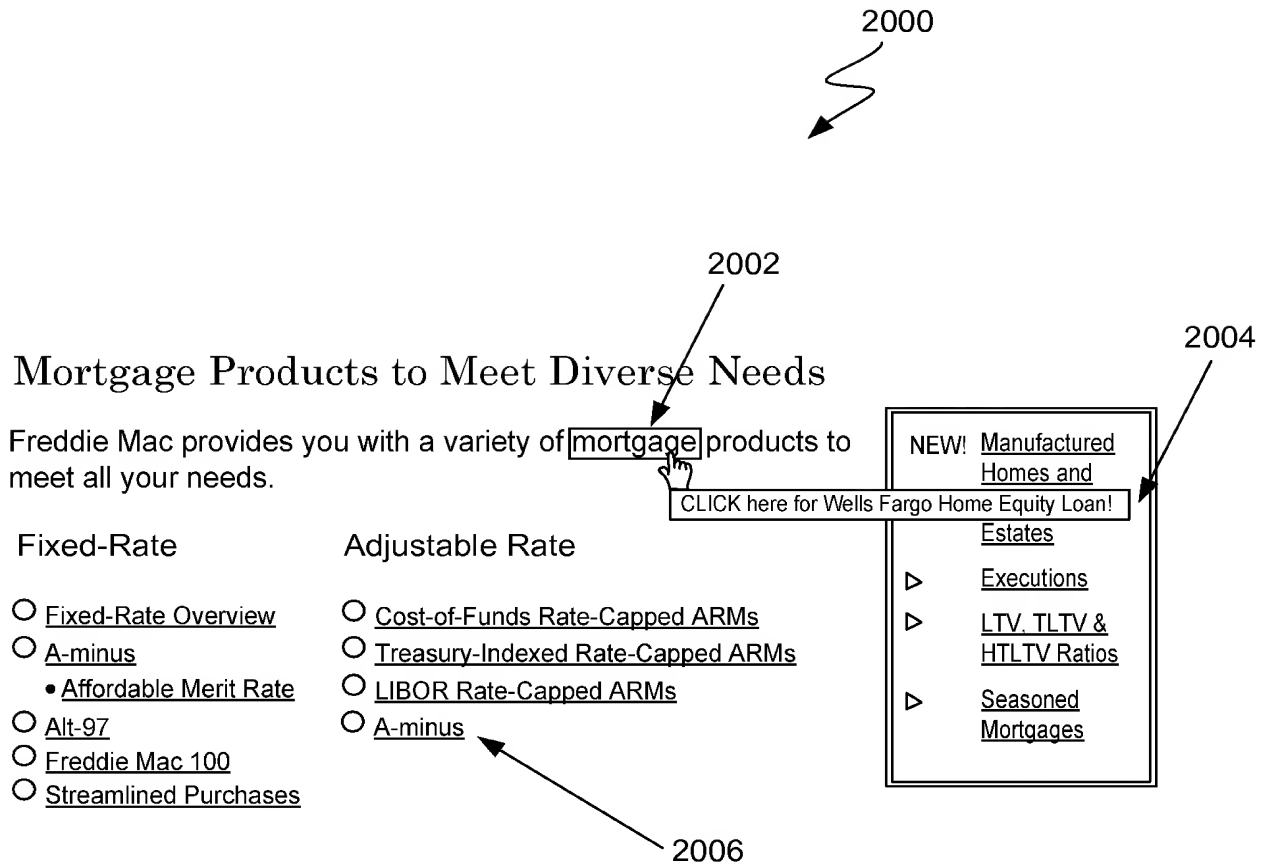


Fig. 20

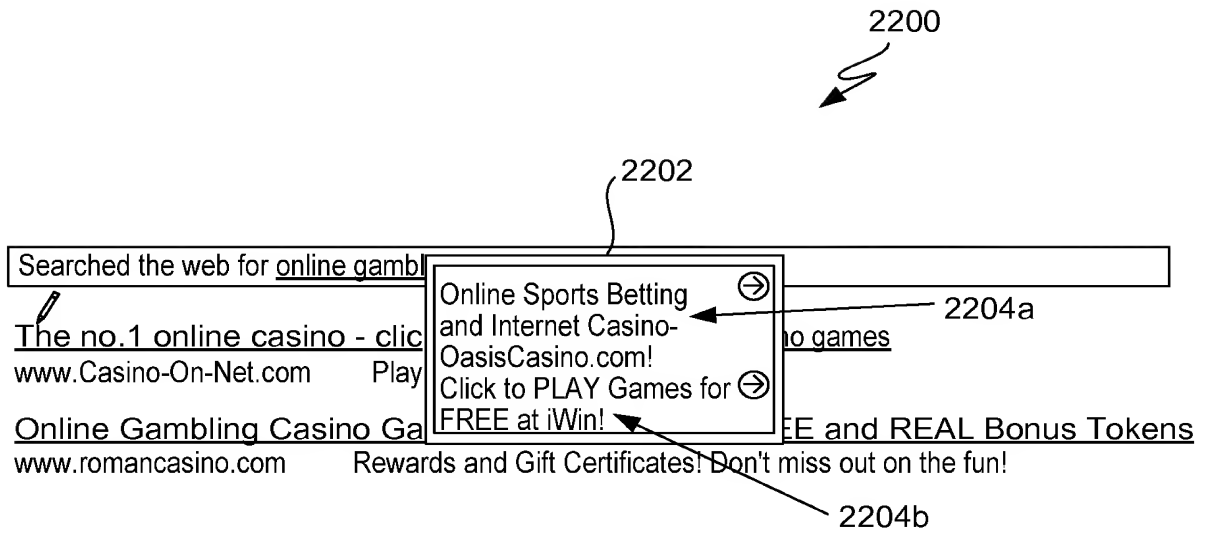


Fig. 21

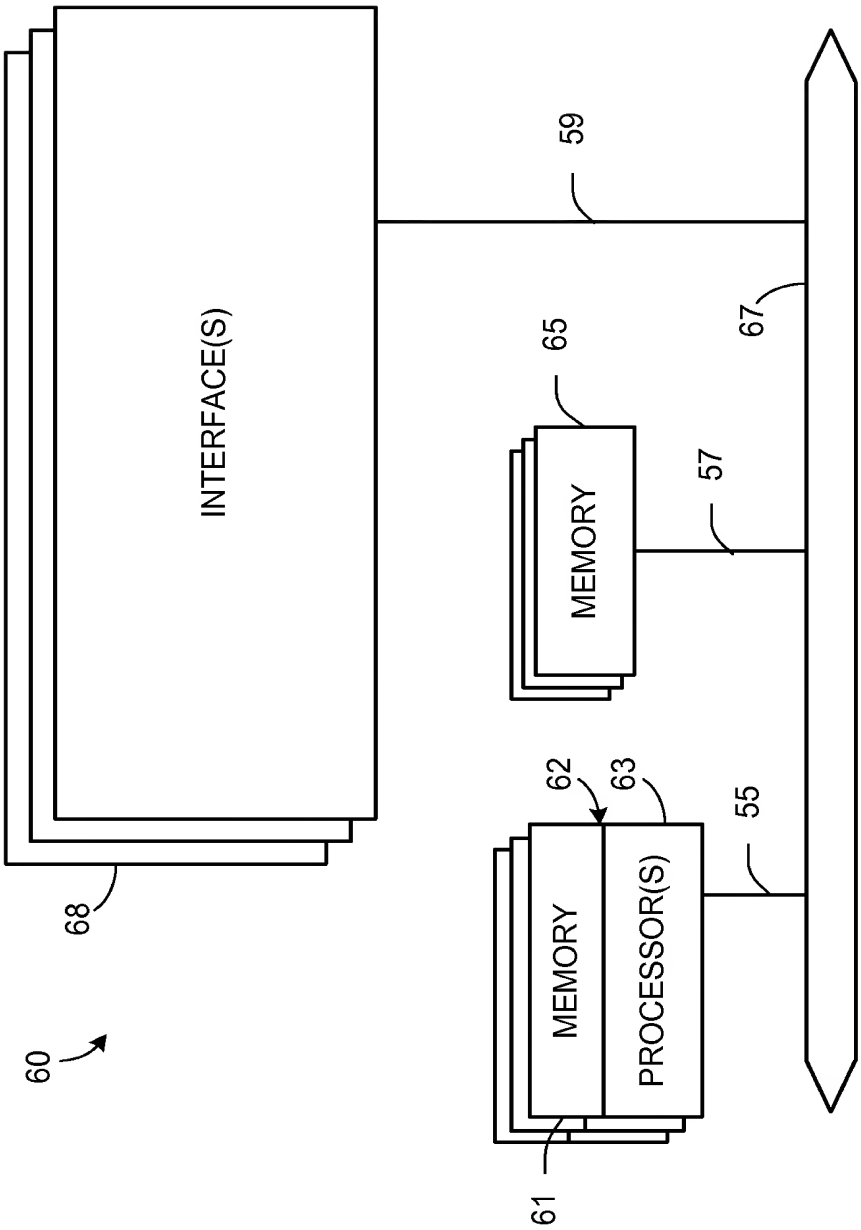


Fig. 22

Category	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Apparel & Beauty	0.704	0.793	0.925	0.937	0.999	0.944	0.903	1.045	0.946	0.940	1.113	1.760
Automotive	0.905	0.937	1.098	1.008	1.116	1.089	1.014	1.091	0.988	0.970	0.905	0.868
Computers & Electronics	0.971	0.909	0.980	0.873	0.931	0.928	0.931	1.000	0.948	0.916	1.072	1.531
Computers & Electronics: Internet												
Directories & Search												
Employment & Careers												
Entertainment	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Books	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment:Ent & life	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Magazines	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Matchmaking	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Music	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Entertainment: Sweepstakes												
Entertainment: Toys	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Entertainment: Video	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Health & Fitness												
Home & Family: Family												
Home & Family: Food	0.953	0.903	1.002	0.970	1.030	1.015	1.030	1.019	0.989	0.977	1.001	1.113
Home & Family: Home	0.828	0.810	0.977	1.069	1.198	1.112	1.039	1.067	0.998	1.039	0.953	0.896
Home & Family: Pets	0.706	0.771	0.912	0.924	0.963	0.902	0.856	0.963	0.905	0.936	1.230	1.936
Legal												
News & Politics												
Personal Finance & Banking												
Shopping	0.778	0.807	0.921	0.942	1.000	0.965	0.929	0.985	0.915	0.956	1.170	1.631
Sports												
Sports: Sportsgear	0.888	0.802	0.927	0.863	0.925	0.952	0.902	1.021	0.950	0.876	1.077	1.826
Telecom												
Travel												

Fig. 23

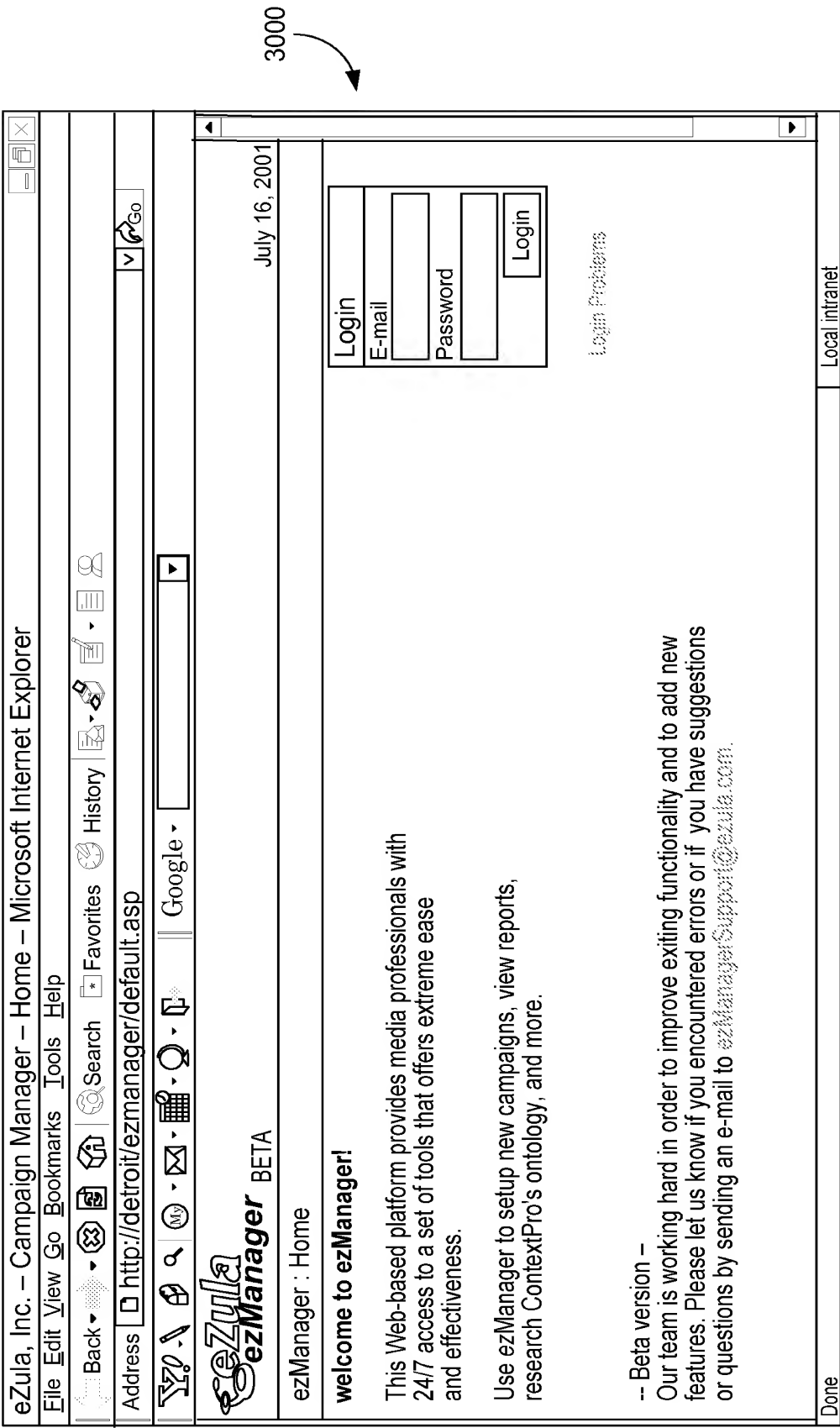
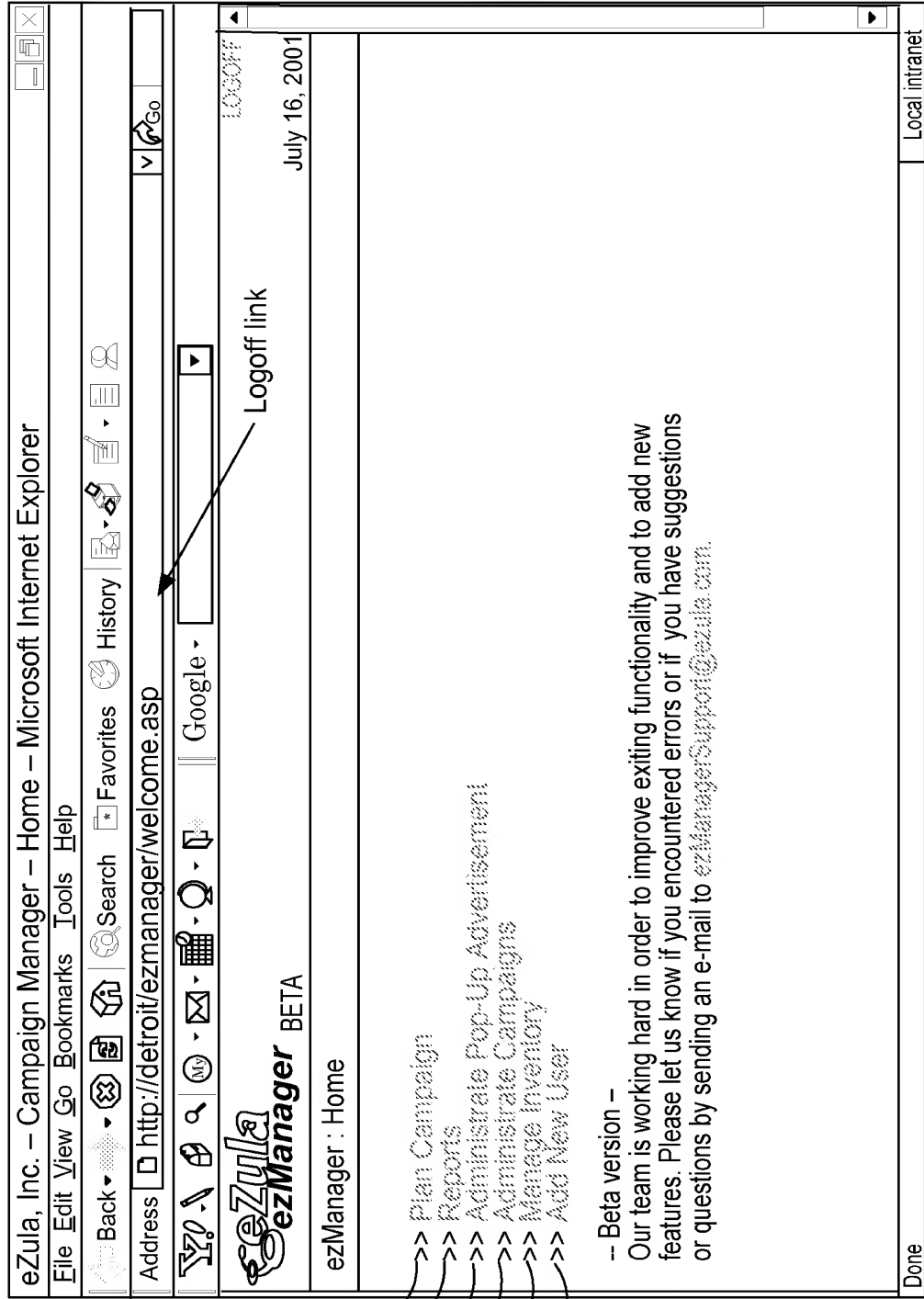


Fig. 24A

3001

26/45



3002
3003
3004
3005
3006
3007

-- Beta version --
Our team is working hard in order to improve exiting functionality and to add new features. Please let us know if you encountered errors or if you have suggestions or questions by sending an e-mail to ezManagerSupport@ezzula.com.

Fig. 24B

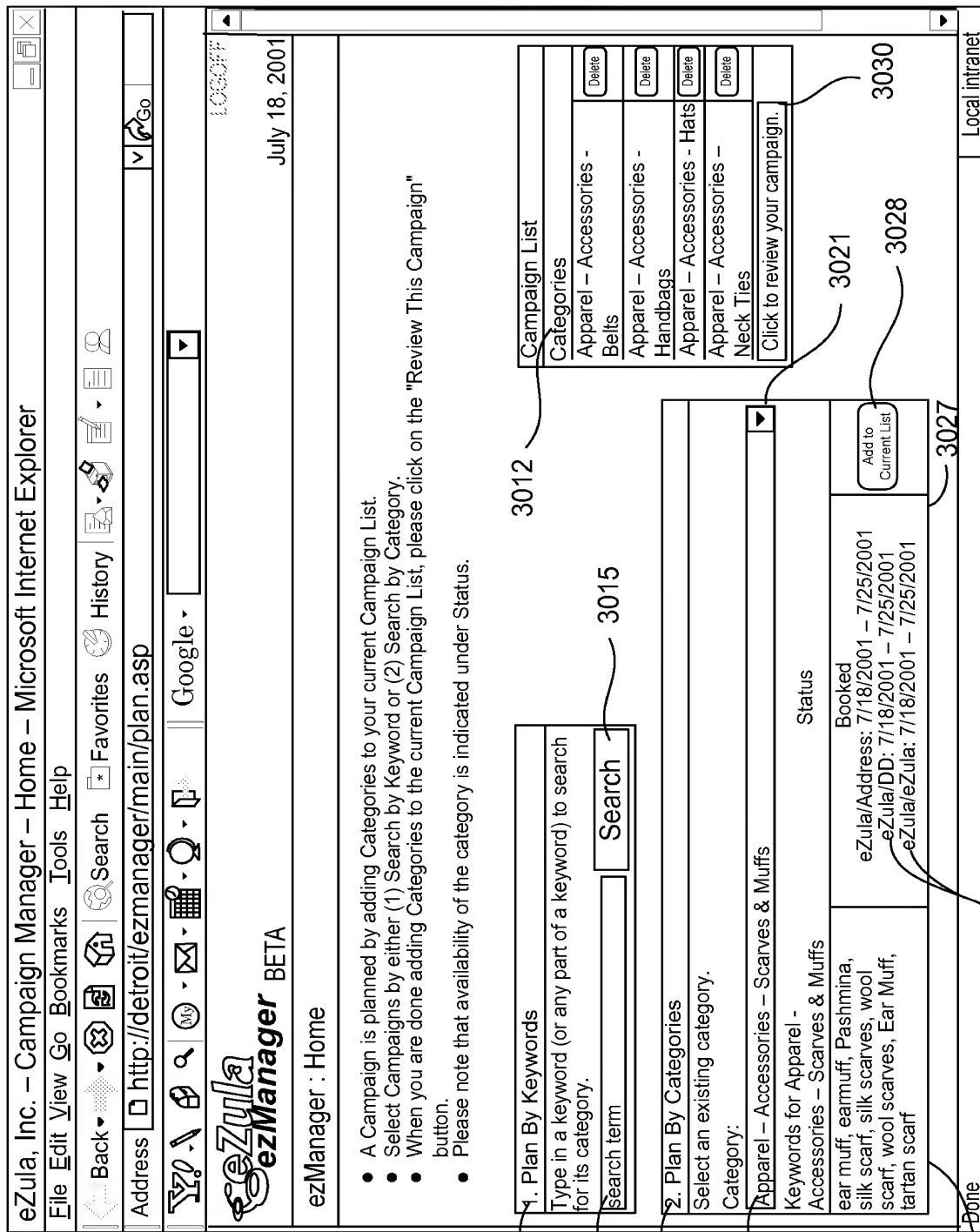


Fig. 24C

3016

Fig. 24D

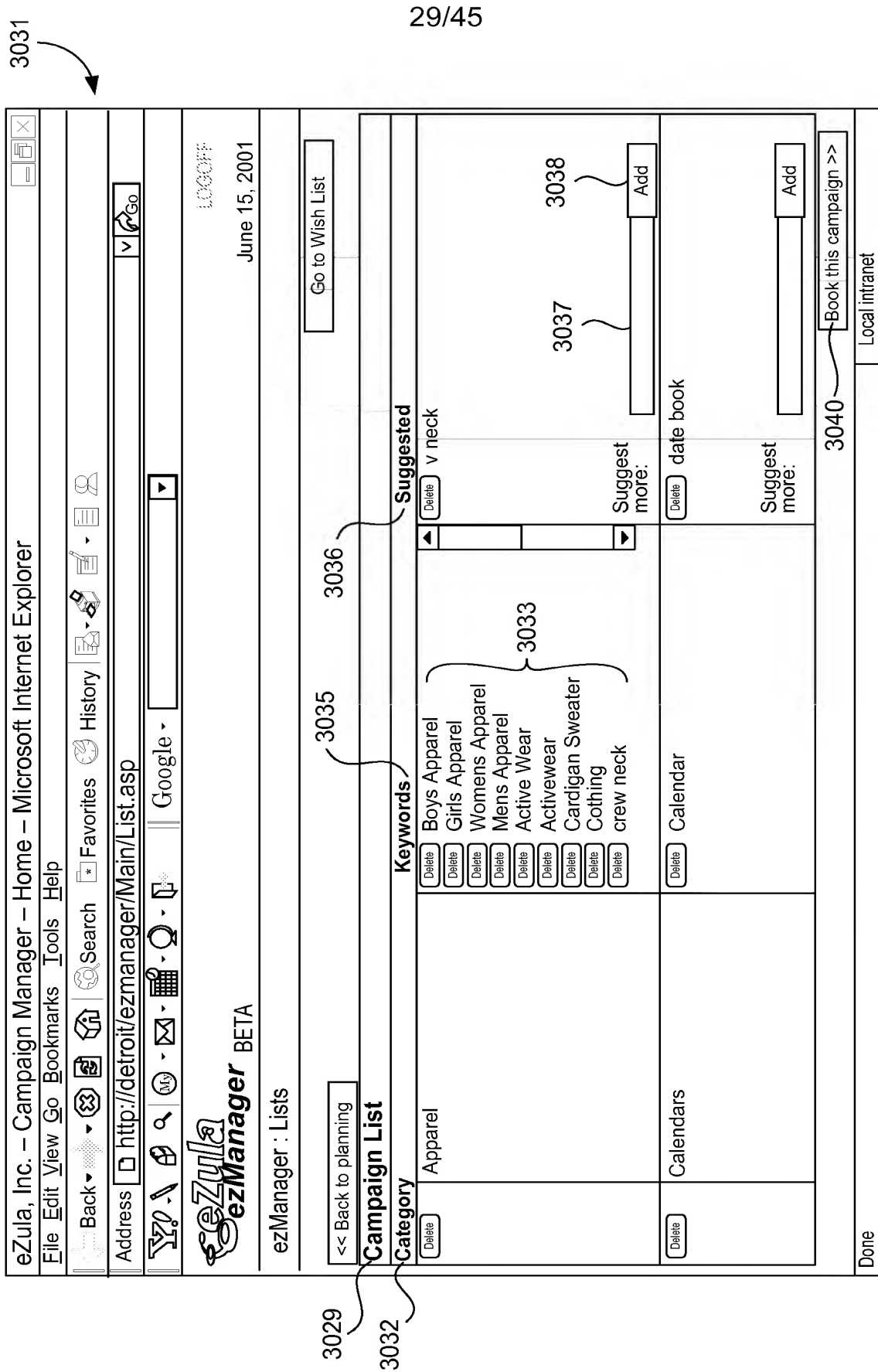


Fig. 24E

3041

eZula, Inc. – Campaign Manager – Home – Microsoft Internet Explorer

File Edit View Go Bookmarks Tools Help

Back Search Favorites History

Address Go

LOGOFF July 2, 2001

ezManager BETA

ezManager : Book a Campaign

Campaign Properties

- Please enter the Title and URL destination for each category, then press 'update'.
- If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

3042

3043

3044

3045

3046

3047

3048

3050

Book a Campaign			
Categories	Keywords	Destination Title	Destination URL
Apparel-Accessories	Ear Muffs, Pashmina, silk scarf, silk scarves	<input type="text"/>	<input type="text" value="http://"/> <input type="button" value="Update"/>
Apparel-Hawaiian	Aloha Shirt, Hawaiian Shirt, Hawaiian Clothing, Hawaiian Clothes	<input type="text"/>	<input type="text" value="http://"/> <input type="button" value="Update"/>
Apparel-Work Clothes and Uniforms	Work Clothing, Uniforms, Work Clothes	<input type="text"/>	<input type="text" value="http://"/> <input type="button" value="Update"/>
Art-Galleries	Art Collecting, antique collecting, art galleries, art gallery, fine art, Impressionist Art, Lithographs, art	<input type="text"/>	<input type="text" value="http://"/> <input type="button" value="Update"/>

Done Local intranet

Fig. 24F

eZula, Inc. – Campaign Manager – Home – Microsoft Internet Explorer

File Edit View Go Bookmarks Tools Help

Back Search Favorites History

Address Go

Google

If there are multiple categories, the input boxes will become available only when all categories above are completely filled in.

Book a Campaign		
Categories	Keywords	Destination URL
Apparel-Accessories	necktie, neck Tie, bow tie, bowtie, power tie, tie pin, tiepin	<input type="text" value="http://www.neckties.com/"/> Update
-Neck Ties	<input type="text" value="Neck Ties"/> (maximum 255 characters)	<input type="text" value="3046"/> (maximum 255 characters)

Campaign Properties

Campaign Name: Your Campaign Name

Begin (at least 24 Hours from now): July 20 2001

End Date: July 20 2001

Number of Clicks: 10000

CPC: \$.

Name: Jonathan Knoll

Partner: ☒ eZula

Agency: The Agency

Advertiser: The Advertiser

Publisher: ☒ eZula ☒ Address ☐ DD ☒ Web3K ☒ KaZaA ☐ eAccelerator

Campaign Notes: - Restricted Publishers
- Restricted Sites (including advertiser's)

Activate Campaign

Done

Fig. 24G

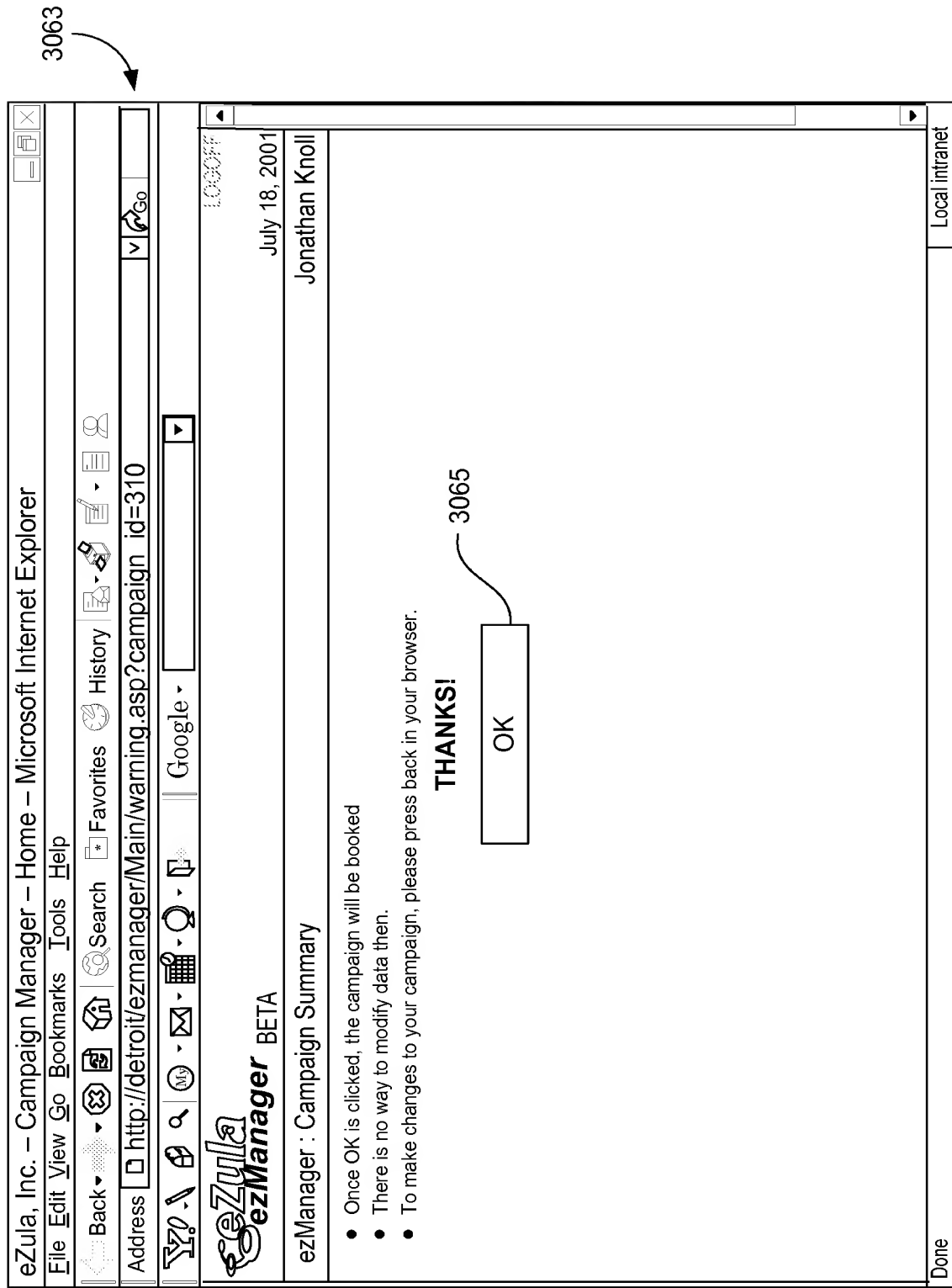
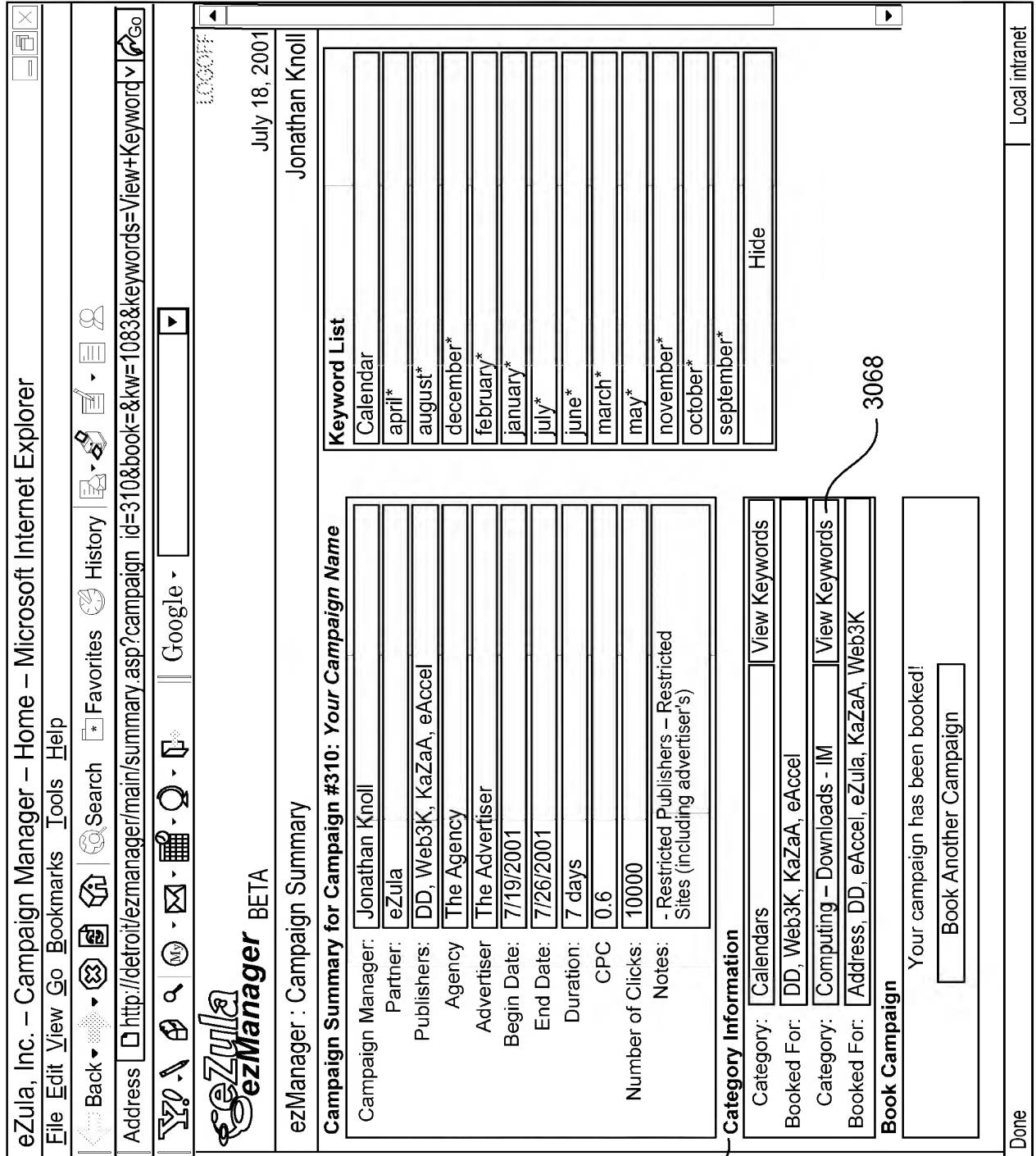


Fig. 24H



eZula, Inc. – Campaign Manager – Home – Microsoft Internet Explorer

File Edit View Go Bookmarks Tools Help

Back Search Favorites History

Address http://detroit/ezmanager/main/Book2.asp?campaign_id=54 Go

ezZula
ezManager BETA

July 2, 2001

ezManager : Book a Campaign

The Requested Time of this Campaign conflicts with another campaign for the following Categories. 3071

Category	Partner/Publisher	Booked Date	
Apparel – Accessories Sunglasses -1047	Cydoor/Babylon	6/27/2001-7/4/2001	Deleted From List
Apparel – Accessories Sunglasses -1047	Cydoor/Imesh	6/27/2001-7/4/2001	Deleted From List
Apparel – Accessories Sunglasses -1047	Cydoor/LingoWare	6/27/2001-7/4/2001	Deleted From List
Apparel – Work Clothes and Uniforms - 1053	Cydoor/Babylon	6/27/2001-7/4/2001	Add to Wish List
Apparel – Work Clothes and Uniforms - 1053	Cydoor/Imesh	6/27/2001-7/4/2001	Add to Wish List
Apparel – Work Clothes and Uniforms - 1053	Cydoor/LingoWare	6/27/2001-7/4/2001	Add to Wish List

Please select between the following options:

1. Delete category from this campaign for conflicting publishers.
2. Delete category from this campaign for conflicting publishers, and add to Wish List.
3. Go back and modify Campaign Properties (some information will be lost).

3070 << Back

3072 Continue >>

Done Local intranet

Fig. 24J

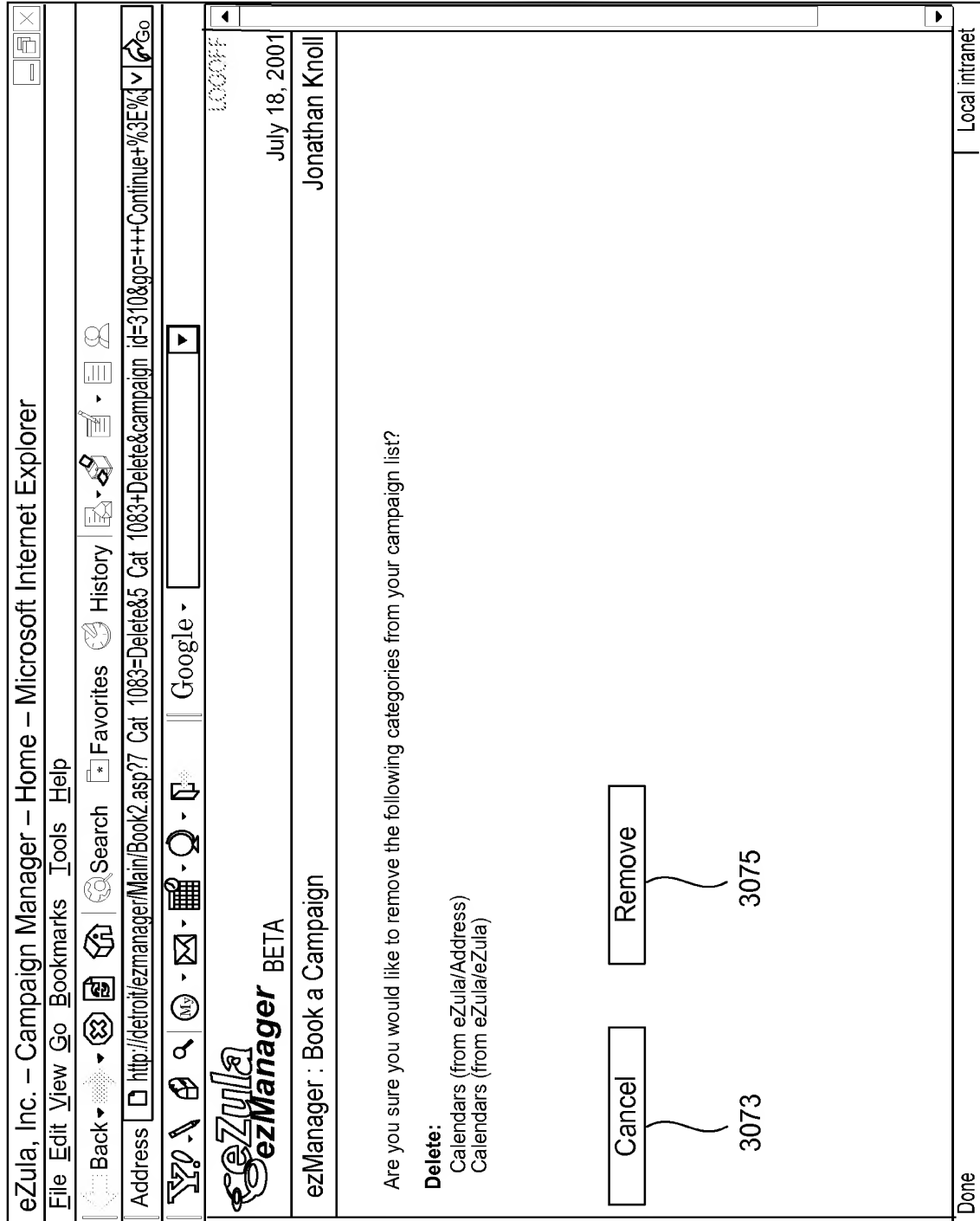


Fig. 24K

Status Indicator. Indicates the current status of the campaign.
The Status be the following::
1. Locked
2. Editable & Uploadable
3. Commit Pending
4. Commit Pending II

Campaign Name

Date and time of last changes to the campaign.

Initial Upload and processing time. This is the time when the Campaign actually started.

The active Publishers for this Campaign. This means that the listed Publisher's client applications are currently running this Campaign.

Status		Campaigns		Last Modified	Active Publishers	Initial Upload
○	4002	<u>Affiliates_general_public</u>	4001	2001-06-29 16:37:12	4006	2001-07-11 01:11:51
○		<u>BMG0605_public</u>		2001-06-29 16:37:44	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-19 01:03:09
○		<u>Webroot_1_public</u>		2001-06-29 16:38:09		2001-07-03 15:32:44
○		<u>VirtualVegas0518_public</u>		2001-06-29 16:38:28	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-19 01:03:10
○		<u>Furniture_Find_public</u>		2001-06-29 16:38:59		2001-07-19 01:03:09
○		<u>Consumer_Info_1_public</u>		2001-06-29 16:39:43	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2007-07-11 01:05:45
○		<u>Heartland0530_public</u>		2001-06-29 16:40:05		2001-07-04 00:21:50
○		<u>Kazaa0620_public</u>		2001-06-29 16:40:27	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-11 01:05:45
○		<u>HomeGain0626_public</u>		2001-06-29 16:40:58	Address, DD, eAccel	2001-07-20 00:17:20
○		<u>Webroot0701</u>		2001-06-30 16:52:48		2007-07-10 00:20:49
○		<u>CreditCardSearchEngine0626</u>		2001-07-02 20:43:11	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel	2001-07-13 00:34:22
○		<u>InvoiceDealers0706</u>		2001-07-06 20:23:49	eZula, Address, DD, Web3K, eAccel	2001-07-20 00:19:13
○		<u>Short_Affiliates_General</u>		2001-07-06 20:25:34	eZula, Address, DD, Juno, AllShack, Web3K, Kazaa, DigitalRoot, Imesh, WBug, LingoWare, Babylon, Goodsol, eAccel, NetCaptor	2001-07-20 18:35:35

108

Fig. 25A

Fig. 25A

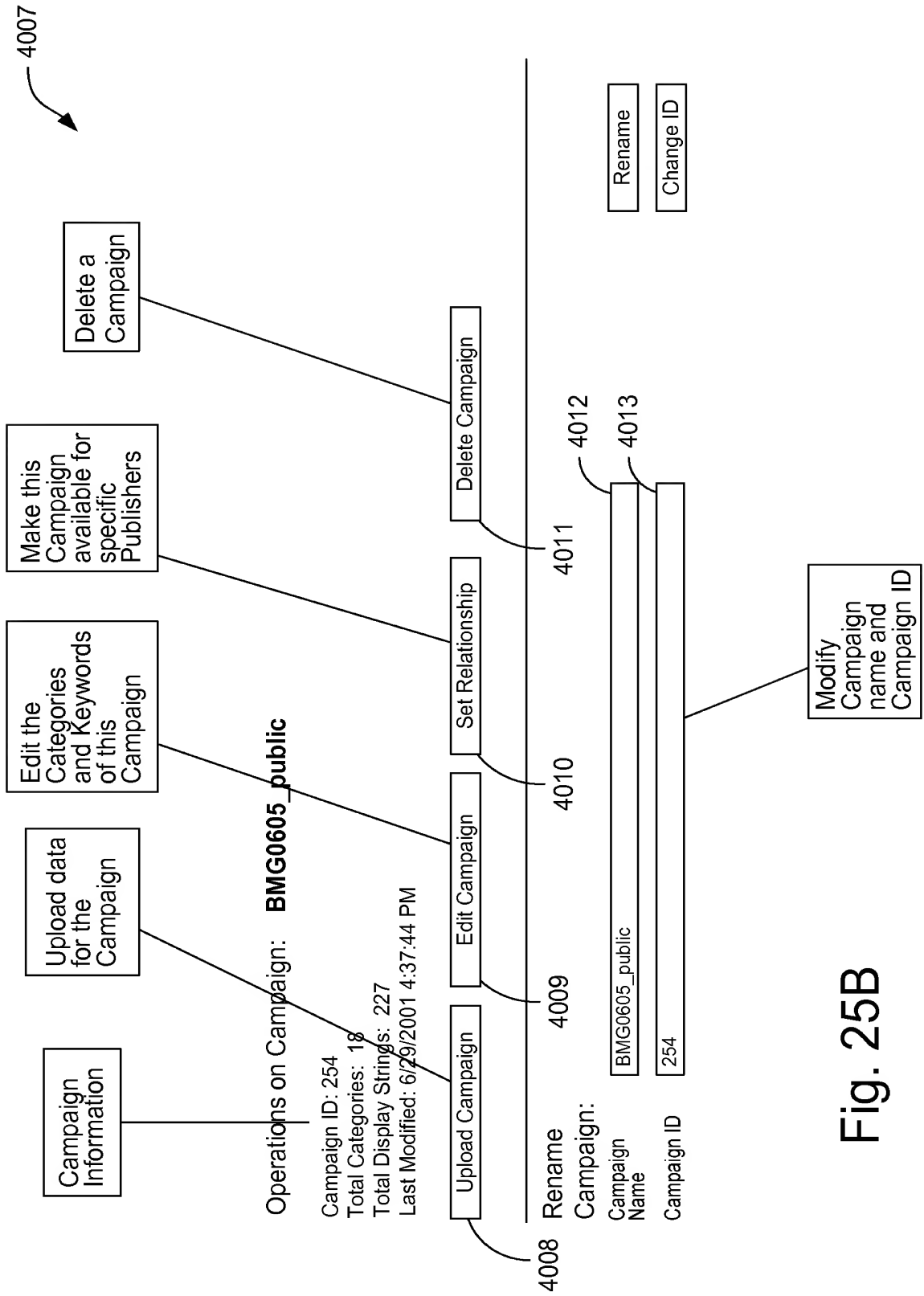


Fig. 25B

Campaign name

View Categories Starting With: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Non-Letter Current Index: all

Click to manage keywords

Click for Category Properties

Scroll through the Categories

4015

4016

4017

Edit campaign: BMG0605_public

Edit Category	Edit keyword of the category
Music – Styles Classical	Keywords
Music – Discount	Keywords
Music	Keywords
Music - Artists	Keywords
Music – Artists - Beatles	Keywords
Music – Artists - Enya	Keywords
Music – Styles Jazz	Keywords
Music – Artists - Madonna	Keywords
Music - Club	Keywords
Music – Styles Country	Keywords
Music – Styles Rock	Keywords
Music – Styles Rap Hip Hop	Keywords
Music – Styles Pop	Keywords
Music – Styles Soul	Keywords
Music – Styles Alternative	Keywords
<div><div>Move First</div><div>Previous</div><div>Next</div><div>Move Last</div><div>Records 1 to 15 of 18</div></div>	

Fig. 25C

4018

Category / Music – Styles Classical

Current Site www.bmgmusicSERVICE.com

EDIT

Limit per page 3 4020

Priority 100 4021

Site: To change: select a new site from the list 4022
----- Sites -----

OR 4023

Add a new site (<http://www.site.com>)

Site logic ☐ Unchecked: This category will NOT show in this site
Checked: This category will ONLY show in this site

4025

Save Changes

Category name and the destination site

Limits per page for words from this category

Priority to follow for words from this category

Select Site from list or add new Site

Site Logic – show or do not show this category on the specified site(s)

Fig. 25D

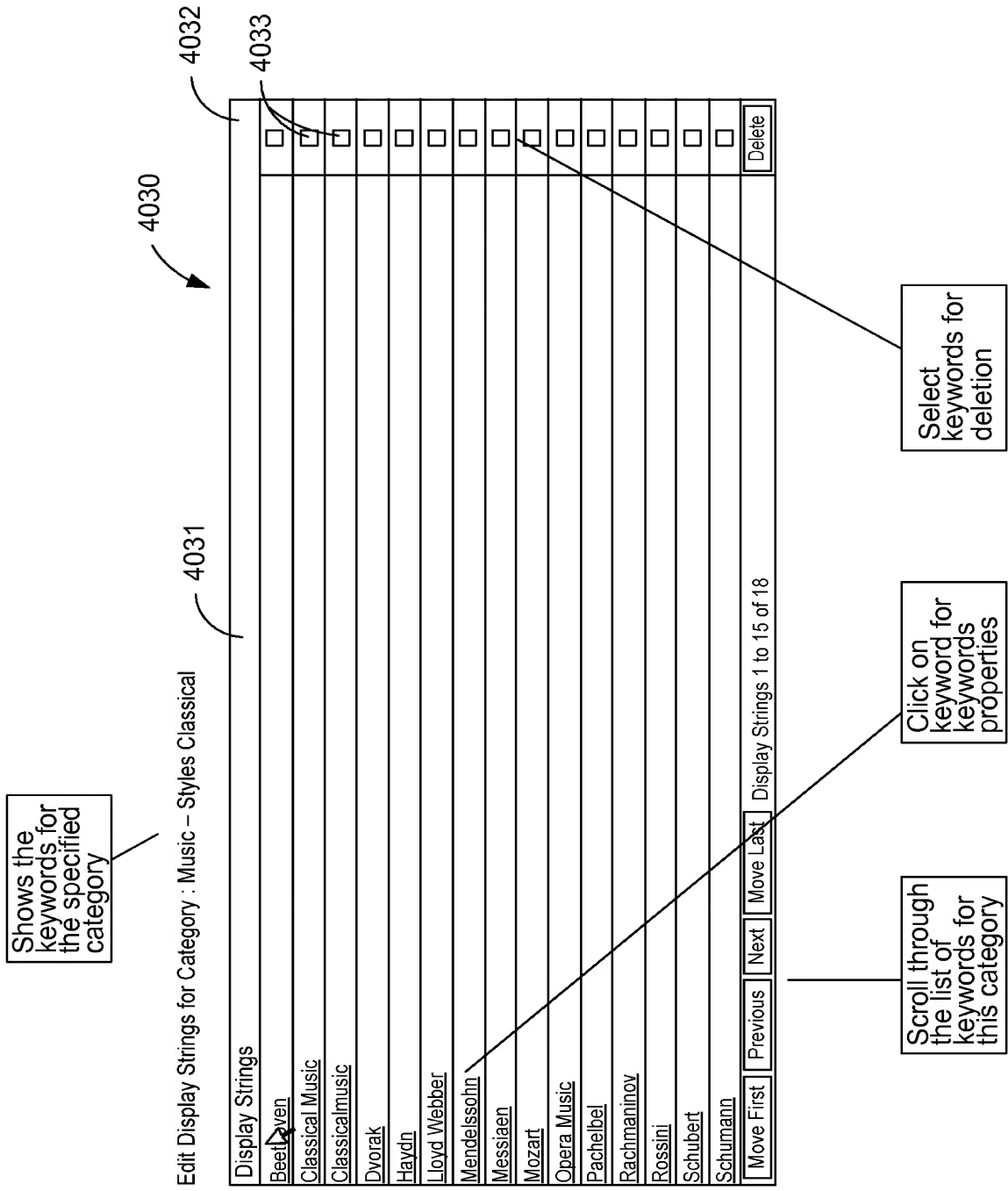


Fig. 25E

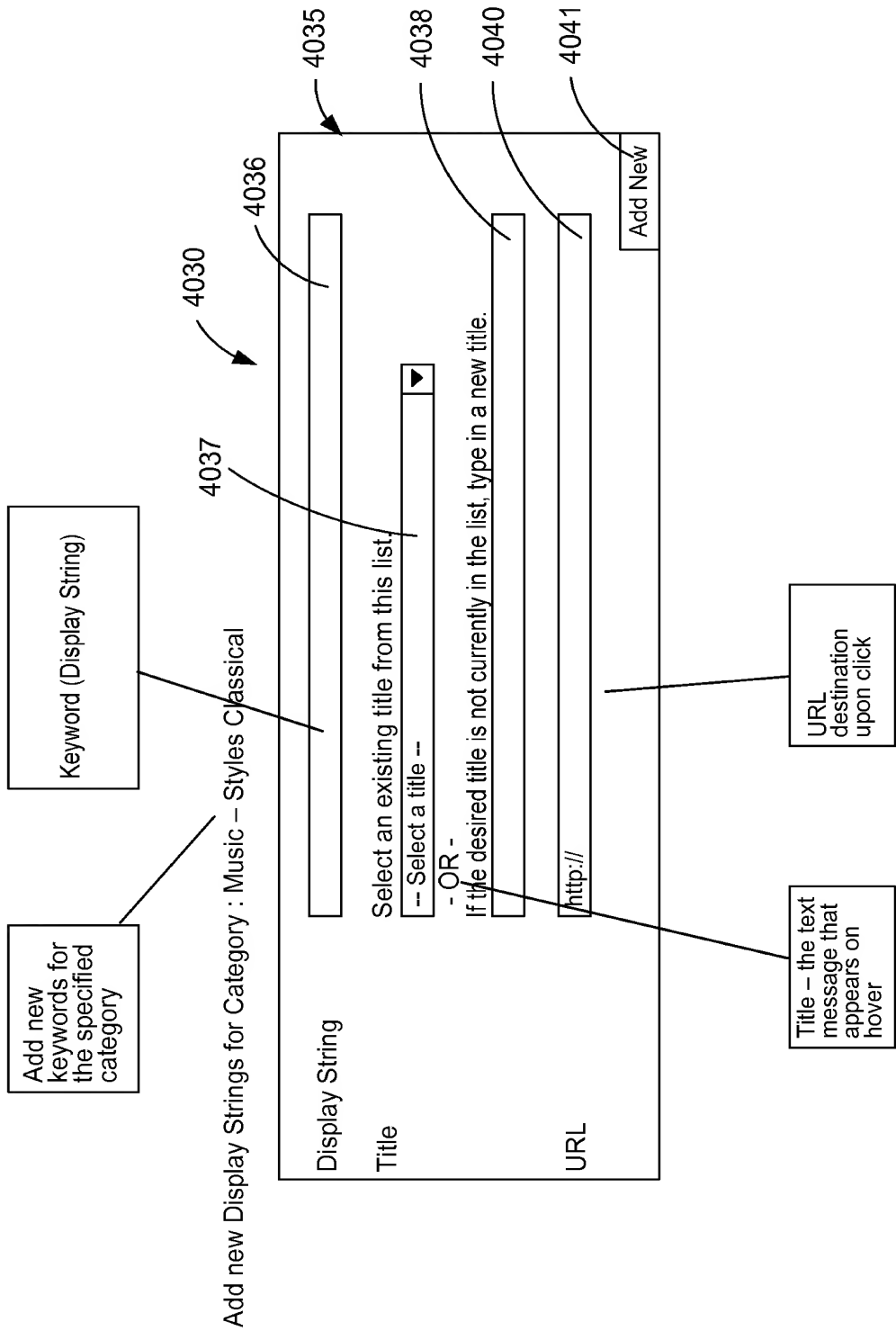


Fig. 25F

Manage properties for this specific keyword

Current title

Change Title

4042

Edit Display String Properties

Display String: Sade

Current Title: CLICK for POP music at the BMG Music Club!

Edit

4043

Change to another title of this campaign.

4045

4046

OR

Change current title

4048

CLICK for POP music at the BMG Music Club!

URL

4047

<http://service.bfast.com/bfast/click?bfmid=20904140&siteid=37072668&bfpage=pop>

Negatives

\$CPC

0.2

Append

Check to append the Title to the Display String like:
Sade @ [TITLE]

4050

Check for Append-
this will append the
title in the specified
format

Add negatives in order
to fine tune the context
of the word within the
surrounding text.

CPC – cost
per click

Save Changes

Fig. 25G

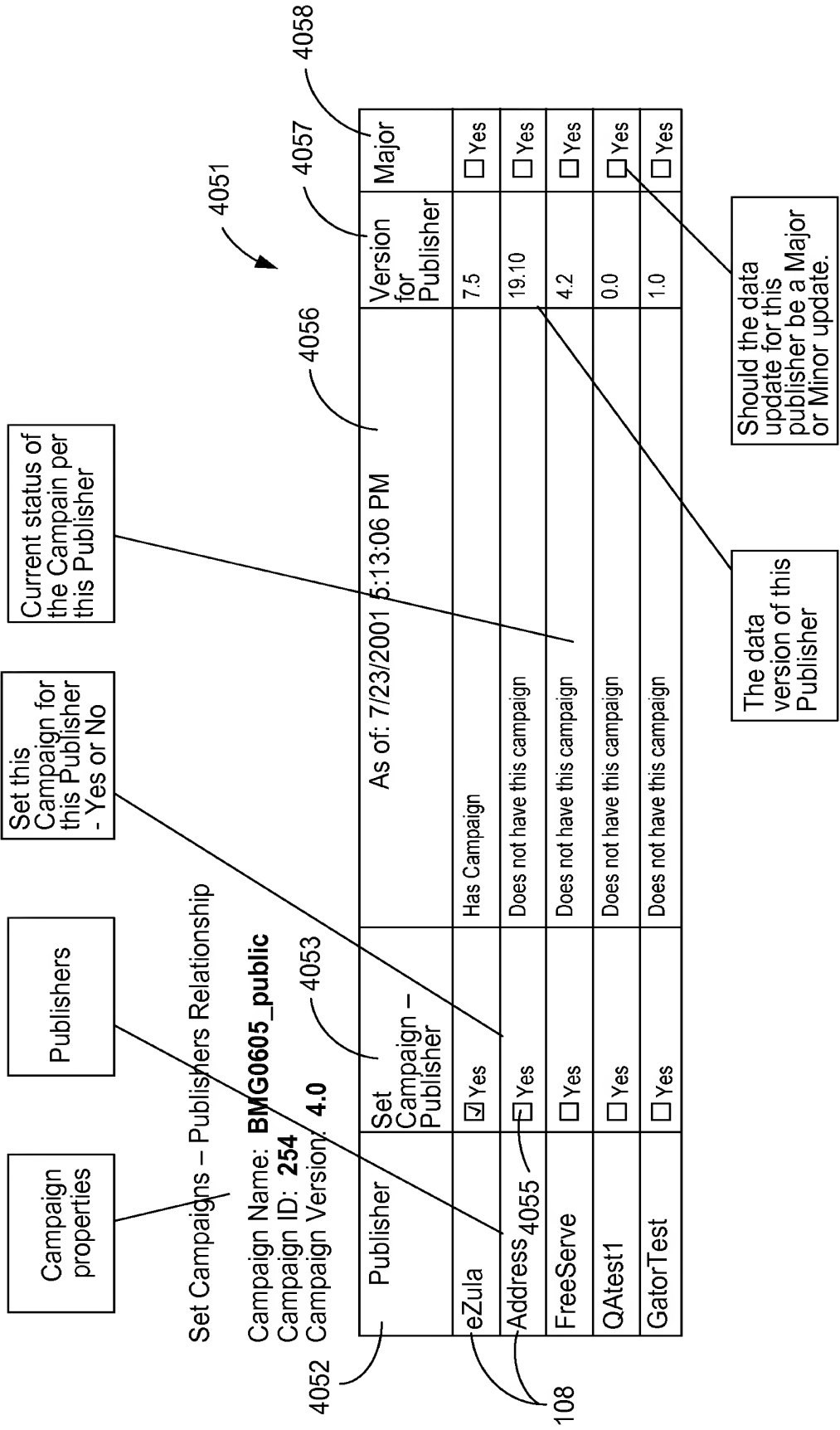


Fig. 25H

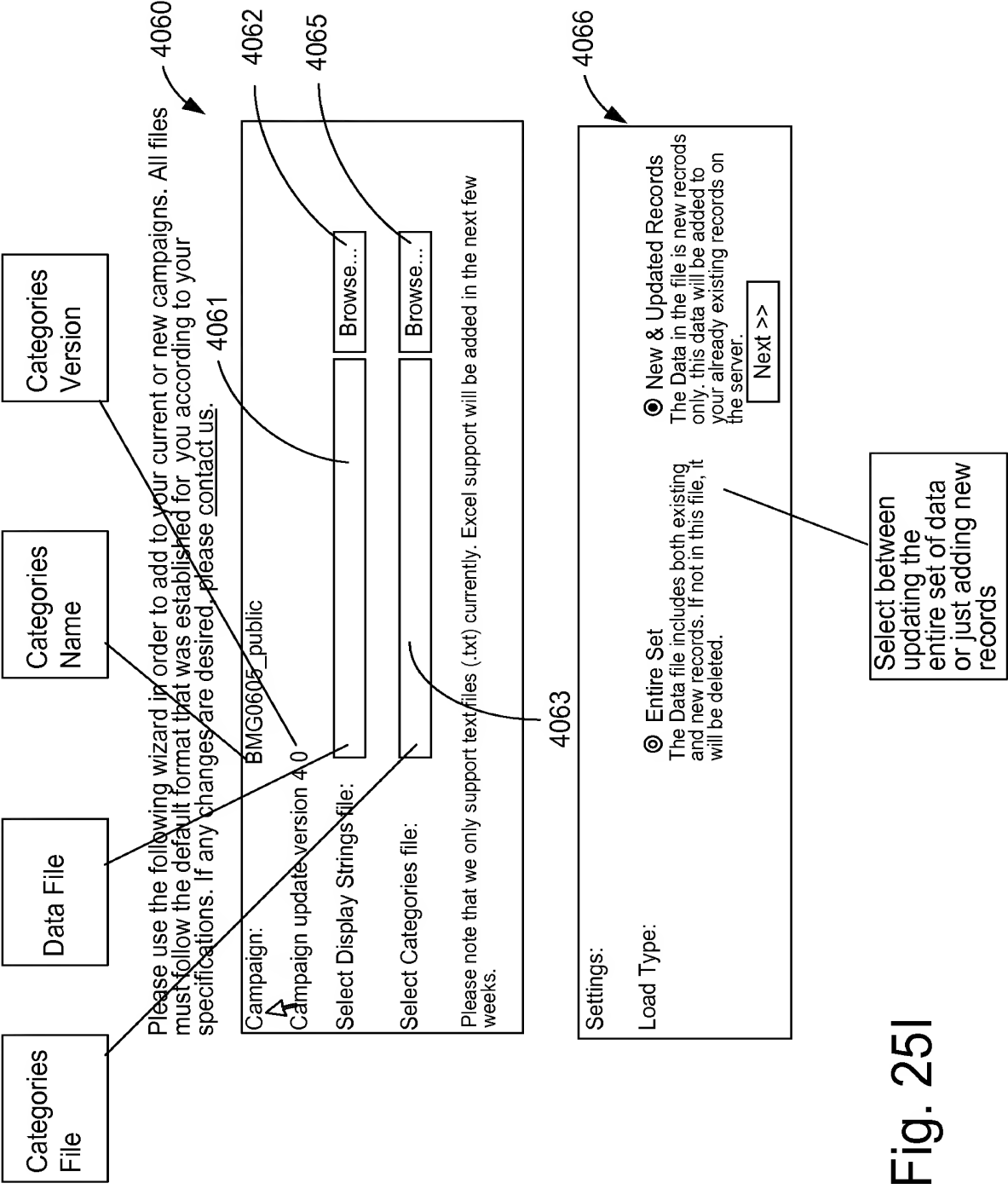


Fig. 25I

Domain name

Select for deletion

The restrict sites list is a list of sites where the eZula markups will not take place. Once you add or delete to this list the changes will be propagated to the client applications.

Restricted Sites	Delete
63.200.130.235	<input type="checkbox"/>
backwire.com	<input checked="" type="checkbox"/>
betcbs.com	<input type="checkbox"/>
bmgmusicservice.com	<input type="checkbox"/>
care2.com	<input type="checkbox"/>
cdnip.com	<input type="checkbox"/>

Fig. 25J